The Sacramento Observer

AMERICA'S NO. 1 BLACK NEWSPAPER

1973 WINNER OF THE JOHN B. RUSSWURM TROPHY FOR JOURNALISM EXCELLENCE

BLACKS UNDERCOUNTED

(SEE OBSERVATIONS PAGE B-1)

Miss Karen D. Hall, a freshman at Sacramento City College, prepares for competition in the upcoming "Miss Black Beauty" contest sponsored by Classy Lads and Lassies. The annual contest will be presented Sunday, November 17, at the Woodlake Inn. Last year's contest was won by Gina Claytor. Miss Claytor will relinquish her crown to the new winner following the judging. A total of 12 contestants are entered in the competition.

VOL. 11 NO. 47 | FOR WEEK OF OCT. 24- 30, 1974 | 15¢ PER COPY
25c Per Copy For Home Delivery

FACING ALCOHOLISM

by J. SHAWN ORTIZ
Observer Staff Writer

The odds of knowing an alcoholic are becoming greater, according to those working closely with the treatment and prevention of alcoholism in America.

Knowing and dealing with an alcoholic is by no means an easy task. For those families and friends with loved ones, afflicted with the disease of alcoholism life can be a hellish experience.

The Sacramento Black Alcoholics Center, located in the predominately Black community of Del Paso Heights has published a four-page flyer explaining some of the things you can do to aid alcoholics.

An Analysis

The publication entitled "Let's Face It" contains information geared towards copping with alcoholics, in a productive fashion.

The flyer informs readers that they should "accept the drinker and his problems in the light of the known facts about alcoholism."

The flyer states that persons knowing alcoholics should examine their own behavior to determine what part if any they may play in bringing about a solution to a drinker's problem.

The hard facts about alcoholism is that it is a progressive disease with no medical cure." Alcoholism is a disease; it is nobody's fault," states the informational flyer.

The flyer cautions that alcoholics suffer from more that just the consumption of alcohol and their lack of drinking control.

"The drinker that you are worried

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"Quotes Of The Week"

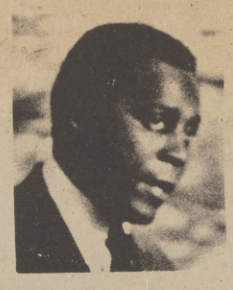
Hooks

Benjamin Hooks, a member of the Federal Communication Commission, and the scheduled guest speaker at the Sacramento NAACP Banquet next Monday, said, "You can't let an Afro haircut be a substitute for a processed mind. It's not what's on your head but what's in it."

Ford

President Gerald Ford said recently "Minorities are no longer marching and staging sit-ins to gain access to lunch counters and other public accommodations. The trust in the '70s is to own some of those lunch counters and other businesses enterprises."

Jordan



Vernon E. Jordan, Jr., executive director of the National Urban League: "Today's Blacks face issues of tremendous complexity that can't be dealt with by a blast of rhetoric."

Lee Dunham, the operator of a McDonald's restaurant on 125th Street in Harlem: "We don't talk anymore about 'get whitey, kill whitey.' We're trying to get some of whitey's money."

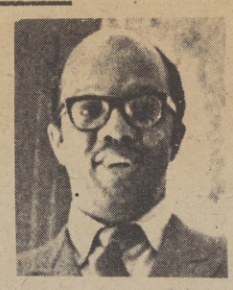
Otis Smith, ABC Records executive: "You can't go to college and get a degree in the record business. There's no trade school to learn the business, you've got to get people already in it to teach you. What's happening is whites are just training other whites."

Ashe

Tennis champ Arthur Ashe: "Tennis is an outlet for me. I can be volatile on the tennis court without hurting anybody. If I didn't play tennis, I probably would have to see a psychiatrist."

Bill White, New York Yankee broadcaster: "There are no prerequisites at all for managing except being white. You don't have to be tall, you don't have to be strong, you don't have to be smart. You just have to be white."

Travis



Dempsey. J. Travis, president of the National Association of Mortgage Bankers: "Inflation has not been grapple with from a Black perspective."

More Seminars Scheduled

The public is invited to a Legal Rights Meeting covering the topic of Landlord-Tenant Law on Monday, October 28, at 7:30 p.m.

The second in a series of five seminars, the meeting will be held at the American Legion High School auditorium, located at 38th and 4th Avenue in Oak Park. This session will concern a person's rights as to rental agreements, evictions, cleaning and security deposits, repair and deduct privileges, and tenant collective bargaining.

Speakers at the Landlord-Tenant meeting will be Ralph Warner, coauthor of the California Tenant's Handbook, Bob Franks of the State Senate Select Committee on Housing and Urban Affairs, and Guy Peto, former Legal Aid Society attorney now active in tenant organizing.

Blanche Hill of the Oak Park Project Area Committee will moderate.

The series of Legal Rights Meetings is sponsored by the Sacramento Black Caucus, the Oak Park Project Area Committee, the Sacramento Urban League, the Oak Park Neighborhood Council, and the McGeorge School of Law Student Bar Association.

The meetings were initiated to help offset the conspicuous lack of legal representation for persons of low income. The series which began with the topic of Criminal Procedure, will continue with Welfare and Family Law on November 4, Consumer Rights on December 2, and Police and Court Procedure on December 9.

For further information, please contact one of the sponsors through the telephone directory.

Noted Phd. Speaks On Boston Strife

Dr. Alvin Poussaint, associate dean of Harvard Medical School, a Black psychiatrist who rode the buses in Boston last week and found that while children told him they had never seen a Black before said, "One thing to make people accept desegreation more readily would be real support for obeying the law from their elected representatives."

Facing Alcoholism...

(Continued from Page A-1)

about may have been born with this deficiency, or may have developed it in the course of his drinking."

According to authors alcoholic cannot return to normal controlled drinking once they have progressed into the advanced stages of the disease.

"He may be showing just pro-alcololic symptoms, and may yet be able to become a controlled drinker again. But if he is in the early stages, middle or late stages of alcoholism he can never go back to ordinary controlled drinking."

The flyer states that many alcoholics blame their drinking on a multitude of problems." The common error of most alcoholics is to think that their problems cause them to drink . . . they put the blame on their loved ones, their financial troubles, their geographical location, tender feelings, etc."

The flyer recommends nine steps family and friends can do to aid the alcoholic back to recovery.

- Treat the problem drinker like an adult. Let him do it himself for better or for worse.
- Get the drinking problem out of the center of the stage. Don't flutter or hover over him, either actually or in your mind. Find other interests to occupy yourself. Make your own life as seperate from his drinking as possible.
- Accept his drinking as a symptom of a disease over which you have no control. Adopt the same attitude towards his drinking that you would toward any illness, namely, accept it and hope for an early recovery.
- Drink with him or not, as you see fit, but don't expect either you drinking or your abstinence to have any effect on his alcoholism. It won't.
- Do not try to make him feel guilty about his drinking. He already does.
- His disease is not your fault. Don't feel guilty about it. You didn't cause his alcoholism and you can't cure it. Relax and release responsibility for his recovery to him..
- Don't try to scare him sober by making threats. If you do make a threat carry it out.
- Talk to him about his drinking when he is sober. Often when the alcoholic is sober we hardly dare mention the drinking, but feel we should let well enough alone. Then when he comes in drunk we start raving. Reverse this tractic. Say nothing when he is drunk, but talk to him when he is sober and bring up the subject. If he doesn't want to talk about it don't.

The ninth recommendation is for families and friends to seek information and counseling from the Sacramento Black Alcoholics Center, located at 1228 Grand Ave., or telephone 927-0558 for further information.

The Sacramento Observer
A DIVISION OF LEE PUBLISHING COMPANY, INC.
PUBLISHED WEEKLY
WILLIAM H. LEE, PUBLISHER
MEMBER OF THE NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION
AND
THE WEST COAST BLACK PUBLISHERS ASSOCIATION
THE SACRAMENTO OBSERVER BUILDING
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Sacramento, California 95801
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Fundraising Dinner-Dance For Kehoe

Direct left photo, Sacramento supporters of Republican candidate for Treasurer John Kehoe sponsored a fundraising dinner and dance last Saturday at the top of the Coldwell Bankers Building located at 555 Capitol Mall. About 200 persons attended the dinner and dance. A few of those at the office are Frank Leoni, John Milliken, Ivaldo Lenci, congressional candidate 3rd District, and Frank Cockrell, Assembly candidate 6th District. Top left photo, guest and supporters enjoyed the dinner along with the dancing that followed. Shown are, left to right, Cheryl Edge, Liz Higgins and Eugene Darden, Jr. Standing is Gloria Lott. Above photo, young people not normally attracted to political campaigns attened the well organized dinner and dance for Kehoe.

Red Cross Tragedy

The Sacramento Chapter of the American Red Cross office located at 14th and "G" street, caught fire for the second time within a year earlier this week totally gutting the structur. The Red Cross had planned to move their office following the first fire, caused by faulty electrical wiring. The fire this week is suspected to have been started by arsonist. Sacramento Red Cross Emergency Communications Director Daniel Nunn, right, is shown climbing a ladder to the second story of the building to recover communications equipment. (below) Nunn and a unidentified fireman check equipment for possible damage. (left), Nunn and a unidentified Red Cross worker discuss possible ways to salvage damaged equipment.

SGT. MACK WILSON

Af. Sgt. Accuses Deputies Of Beating

A family argument has resulted in a claim by Air Force Sgt. Mack Wilson that he was beaten by Sacramento County Sheriff's Deputies when they answered a call about a domestic squabble in his home.

Wilson, who is stationed at Mather Air Force Base and works in the Office of Human Relations and Mobility there said, sheriff deputies beat him after illegally entering his home on September 23.

Wilson said he plans to file a civil rights suit against the Sacramento county Sheriff's Department.

An inter-racial couple, Wilson and his wife, Norman Jean, 25, have been married four years. They have three children. A 7-year-old girl is Mrs. Wilson's daughter by a first marriage.

Wilson said two deputies entered his Rancho Cordova home two hours after the argument had ended.

"They let themselves in", said Wilson. "Didn't anybody let them in. I told them to get out of here. I reached for my pants in the closet and one of them slammed the door on me and hit me with a flashlight."

Wilson said he was wearing only undershorts at the time, but ran away from deputies. He said they caught him on a neighbor's lawn and beat him again.

"You could hear the lick," said Wilson recalling the incident. "They hit me in the groin, maced me and then threw me in the car."

When Wilson asked for his clothes while waiting in the patrol car one of the deputies allegedly said, "I am not going to give you shit. I'll break your neck if you don't shut up."

Wilson who works closely with Air Force efforts to resolve racial disputes says the incident has set him back. "This sets me back a hundred years. Black guys come to me with things like this and I can't believe it, but it happened to me."

However, finding by the Sheriff's department's Internal Affairs unit called into investigate the incident following a complaint filed by Wilson conflicts with his version.

William Miller, Sheriff's information officer said the Deputies responding to the call found the Wilson home dark and the occupants did not respond.

Miller said that the deputies then went to the nieghbor's home where the Wilson's step daughter placed the call. The daughter allegedly told deputies that they were in the house and that she and her mother had been beaten.

Miller said that the deputies returned to the Wilson home knocked on the door once again and when they received no answer called ou the occupants.

"The woman then cried out for help," said Miller explaining that only then did the officers let themselves in.

Wilson says that he would like to see the two deputies responsible suspended or taken off the force. He says that he also feels "sorry" for the two deputies.

"I feel sorry for the cats, they're sick. These guys don't have any reason for being on the force, they were enjoying it (the beating)," said Wilson.

However, Miller said, "Based on the information the officers didn't do anything out of line." He added, "under the circumstances no action will be taken against the officers."

Miller reported that Wilson's arrest record contains two similar incidents involving altercations with law enforcement officials.

Wilson retained attorney Nathaniel Colley who advised him to file a civil rights complaint with the FBI. The FBI is presently investigating the case.

According to Mrs. Wilson, her husband threatened her with a instrument she thinks "possibly could have been a gun" said Miller.

Wilson is being criminally charged based on her allegation. Sheriff's deputies did find an unloaded hand gun between a set of mattreses, but according to Wilson he "always keeps his gun there."

Wilson is presently thinking about filing for a divorce and filing a civil rights suite against the Sacramento Sheriff's Department.

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The Sacramento-Reno Observer

OUR CITY

OCTOBER 24 - 30, 1974

Post Office Will Close Veteran's Day Oct. 28

Post Offices will observe regular holiday schedules next Monday, October 28 - Veteran's Day, Postmaster Frederic J. Rupp announced

There will be no regular window service but special delivery service will be available and many post offices will keep lobbies open for access to lock boxes and stamp dispensing equipment.

The Postal Service will provide a normal early evening collection to collect and process the mail generated by those businesses that will be working on this day. Otherwise, collection from street letter boxes will be on holiday schedules and only One Star, Two Star, and "Airmail Only" boxes will be serviced. These boxes will be collected and mail will be processed to meet service standards, said Mr. Rupp.

On the Saturday preceding the holiday, October 26, regular Saturday delivery service schedules will be observed.

If you have mail that you want processed for delivery as set forth in the service standards which have been established by the United States Postal Service, please deposit only in collection boxes with the large white stars, cautioned Rupp.

Contractors Must Hire Minorities Or Lose Bids

Contractors awarded bids for construction projects for the Los Rios Community College District must hire minorities or face the loss of progress payments or invalidation of bids.

The Greater Sacramento Area Plan, which requires that federal equal opportunity employment practices be implemented, was adopted by the district in a move to increase the number of minority persons hired for construction of district projects.

Contractors now have the responsibility of, according to the plan, "constant personnel recruitment efforts directed at all minority organizations, schools with minority students, minority recruitment organizations and minority training organizations."

Builders will be required to inform community organizations of available employment opportunities as well as keeping records of persons contracted for jobs.

If the new policy is not adhered to, district trustees have the power to refuse to award a bid or to withhold payments to the contractor.

Recreation Leaders Prepare Fete For Ghouls, & Goblins

The recreation leaders for the City of Sacramento, Department of Recreation and Parks, are busily preparing for the annual Halloween programs to be held on Thursday, October 31st.

The recreation leaders, along with the help of the neighborhood children, are making progressive games, decorations, masks, and puppets, and are preparing for skits and puppet shows.

Call the City of Sacramento, Department of Recreation and Parks, 452-5681 or 925-3181, for information regarding your nearest playground program.

Good News For Some Bad News For Others

Sacramento County property owners are in for some good news, but bad news is in store for job seekers looking toward the county for employment.

First the good news.

The 1974-75 budget approved by the County Board of Supervisors in August includes the lowest tax rate for county homeowners in five years.

The new tax assessment -- $4.149 per $100 assessed valuation -- means that the owner of a $25,000 home will pay $13.94 less in taxes than last year.

But, the reduced tax rate was made possible partially because the county budget dropped more than $5 million from last year's and contains the smallest personnel increase in several years -- only 2.3 per cent new employees will be hired.

The lower budget also was made possible by revenue from the sale of the medical center and assessed property valuations increased more than was expected.

The unincorporated area tax rate also was eliminated because of an increase in revenue from sales taxes.

U.S. Coast Guards' Class Of '78

NEW LONDON, Conn. - Black cadets of the Class of '78 pose with their upperclass advisors on the stairs in front of the U.S. Coast Guard Academy.

The newly appointed fourth classmen are: (top row, left to right) Kenneth R. Harvey, son of Mr. and Mrs. Boss E. Harvey of 1080 Aberdeen St., Jackson, Miss.; Joseph C. Loadholt, son of Mr. and Mrs. Johnson Loadholt of 1919 Duke St., Beaufort, S. C.; Kurt L. Johnson, son of Mr. and Mrs. James L. Johnson, Jr., of 4031 S. Dakota Ave., NE. Washington, D. C.; Cleon W. Smith, of 11207 Ribstone Drive, Houston; Austin F. Callwood, son of Mr. and Mrs. Alvin J. Callwood of Pearson Gardens 22-171, Charlotte Analie, St. Thomas, Virgin Islands; Derald A. Franklin, son of Mr. and Mrs. Charles Franklin of 6519 Campo Court, Carmichael, Calif. (Second row, left to right), Charles R. Dempsey, son of Mrs. Ola M. Dempsey of Route 2, Gonzales, La.; Edward A. Richards Jr., son of Mr. and Mrs. Edward A. Richards, Sr., of 3406C Venus Circle, Rome, N.Y.; William E. Baker, son of Mr. and Mrs. Willie Baker of 1326 Grove St., Berkeley, Calif.; Mark D. Morgan, of 1129 Cleveland, Kansas City, Kan.; Charles A. Strickland, son of Mr. and Mrs. Perry M. Strickland of 2598 Abner Place, Atlanta; Leon Peterson, son of Mr. and Mrs. Hubert R. Raimer of 12 Nye, Nordisidevej, St. Thomas, Virgin Islands. (Third row, left to right), Roderick E. Carter, son of Mr. and Mrs. Elisha Carter of 50 Miramar Ave., San Francisco, Calif.; Leroy A. McClan, son of Mr. and Mrs. Leroy A. McClan of 1607 Oakwood Ave., Richmond, Va.; Joseph M. Giusto, son of Mr. and Mrs. Layle G. Harvey of 114-35 198th St., St. Albans, N.Y.; Charles V. Lofton, son of Mr. and Mrs. Harrison Lofton, Jr., of 2994 Baker Hill Road, Columbus; Daniel M. Finney, son of Mr. and Mrs. Charles E. Dubose of 8578 Sunlight Drive, Cincinnati; Benjamin M. Harrison, son of Mrs. Bertha Harrison of 729 N. Patterson Park Ave., Baltimore; (Fourth row, third from right) Manson K. Brown, son of Mr. and Mrs. Manson Brown, Jr., of 908 Farragut St., NW. Washington, D. C.; and (fourth row, second from right) Congress H. Williams Jr., son of Mr. and Mrs. Congress H. Williams of 8503 Reicher St., Landover, Md.

Their upperclass advisors are: (fourth row, far left), First Class Cadet Wayne D. Gusman, son of Mr. and Mrs. Theodore J. Gusman, Jr. of 1599 Hancock St., Gretna, La. (Fourth row, second from left) First Class Cadet Timothy E. Tilghman, son of Mr. and Mrs. Cyprian O. Tilghman of 28 46th Place NE. Washington, D. C.; (Fourth row, far right) Third Class Cadet Carl J. Burns, son of Mr. Johnny E. Burns of 8813 Innsdale Ave., Spring Valley, Calif. (Bottom row, left to right), First Class Cadet Elijah Flynn, son of Mr. and Mrs. Lewis Flynn of 497 Old Florence Highway, Darlington, S.C.; Second Class Cadet David R. Lawrence, son of Mr. and Mrs. Merton R. Lawrence Jr., of 5 Warwick Road, Lawnside, N.J.; and Third Class Cadet Curtis E. Odom, son of Mr. and Mrs. John Odom Jr., of 126 Ponderosa Drive, Darlington, S. C.

The new cadets earned their appointments through nationwide scholastic competition. There are no Congressional appointments or geographical quotas for appointment to the Coast Guard Academy.

SEAMAN BIRCH

Lorena Birch Passes Basic

Navy Seaman Lorena L. Birch 1370 42nd Avenue, Sacramento, graduated from recruit training for women at the Naval Training Center, Orlando, Fla.

The training included instruction in seamanship, military regulations, fire fighting, close order drill, first aid and Navy History.

'Bump And Boogie' With L.I.F.E.

L.I.F.E. (Love In Friendship & Education) will present yet another "Bump & Boogie Down" dance November 3rd, 1974 at Boston's, 4217 Stockton Blvd., Sacramento, CA.

The dance will benefit The Sharon Dixon Scholarship Fund, and will commence at 6. p.m. until. Music will be provided by Donald Mackey and Black Gold. Donation $2.00 at the door.

For further information please call 422-0306 or 392-3532.

College Vets Can Save Money

Veterans, if you're not currently enrolled in college, but plan on attending this spring, the time is right. Avoid delayed payments by signing up now.

The Veterans Center at SCC is currently accepting applications for "Advance Payment."

Advance Payment works this way: you apply for educational payments before you start. The VA in-turn, sends the school your check for two months of entitlements in one lump sum.

When you register and confirm your enrollment, we turn the check over to you. This avoids having to wait the 6 to 8 week delay after you start.

DON'T be a victim of late registration -- sign up now and avoid the delay.

For further information, call or write Sacramento City College, Veterans Center, 3835 Freeport Blvd. 449-7591.

Busing Controversy Continues

WASHINGTON - Several times this year the U.S. House and Senate have taken a firm stand against "forced busing." The stance, taken on a dozen key votes, however, has had no impact on the desegregation of Boston's schools.

On four separate occasions, the 435-member House has approved an education bill amendment "prohibiting busing" except the school nearest or next-nearest a child's home.

The amendment also would have allowed the reopening of all court cases in which busing was ordered for desegregation.

The Senater, on at least two occasions has opposed using Federal funds for busing and has supported the ban on busing except to the "next-nearest school."

Recently, the House has taken a new tack in adopting an amendment offered by Rep. Marjorie S. Holt (R.-Md.), which would "prohibit the Federal government from stopping funds to school systems which disobey desegregation orders."

The amendment, attached to a supplemental appropriations bill for the Department of Health, Education, and Welfare (HEW), was adopted Oct. 1, and also prohibits the collecting race and sex data on teachers and students in public schools -- a provision designed to bar the assignment of pupils and personnel by race.

Just recently, the Senate Appropriations Committee, voting on the supplemental measure, deleted the Holt amendment. However, the Senate shelved the entire bill until after the election recess which ends Nov. 13.

When the bill is resurjected next month, Sen. Jesse Helms (R-N.C.) is expected to try to restore the tough wording.

However, while the ban on busing except to the next-nearest school is now law, signed by President Ford soon after he took office in early August, it does not effect desegregation in Boston, for example.

According to HEW officials and Senate aides, the Education Amendments of 1974 -- the legislation containing the busing ban -- also contains a provision which states that "nothing in the act is designed to interfere with the right of the courts to uphold the Constitution and the Bill of Rights."

Since Boston is under the Federal court order of Judge W. Arthur Garrity, the city is not effected by the law's busing ban.

And several HEW officials said since the Federal government currently spends no money on the transportation costs of court-ordered busing, the ban on the use of Federal funds for busing also has no impact.

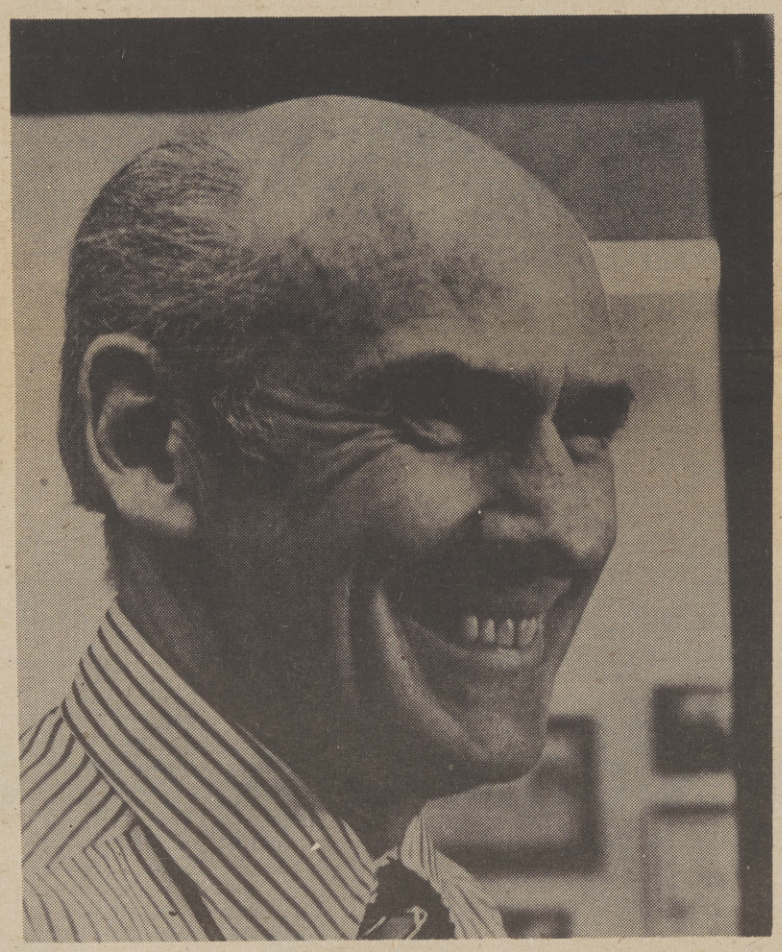
The Holt amendment would have no impact on Boston, but if it becomes law, it would "seriously jeopardize" HEW's watchdog role on school desegregation, Mathis said.

No immediate, simple solutions are known for inducing irate Boston parents to accept busing of school children, but behavioral scientists do say the answer ultimately lies in communication.

Black and white specialists interviewed on the situation, point out there are no secret, magic ingredients that can produce harmony in various Boston neighborhoods, but there are some important and effective steps that can be taken.

These specialists feel that, since most of the people with roots in South Boston can't or don't want to move, there's only one concrete option at present. What academia thinks Black and white people need now is a chance to know each other through small group meetings, while their children are adjusting to the new school situation.

POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT



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Inmate Denies SLA Link

Raymond Sparks went to his death denying involvement with the so-called Symbionese Liberation Army (SLA) which is credited with the kidnaping of newspaper heiress Patricia Hearst who later joined the organization.

Sparks, an inmate at Folsom Prison, was found dead in the prison psychiatric ward on Oct. 19. Prison officials said he hanged himself.

A lifer, Sparks was convicted in 1965 of kidnap, rape, sex perversion and robbery. He was sentenced to prison for life without possibility of parole.

Raymond Procunier, director of the State Department of Corrections, told a Sacramento Bee reporter that Sparks was one of five persons linked with the SLA. According to the Bee's story, Procunier said Sparks had been visited by known SLA members over a one-year period prior to the Hearst kidnapping.

However, Sparks' lawyer, Dennis S. Rothharr of Oakland, contacted the Bee in June complaining that Sparks "is not now nor has he ever been, a member of the SLA," according to the Bee.

According to the Bee, Max Price, assistant Folsom Warden, identified the SLA member who visited Sparks as Nancy Ling Perry, one of six persons killed during a Los Angeles police shootout last May.

Price also told the Bee that Clifford "Death Row Jeff" Jefferson, another Folsom prisoner, was visited by William Wofle, an SLA member, who also died in the Los Angeles incident.

Phillip Guthrie, a corrections department information officer at Vacaville, told the Bee reporter that Sparks was at Vacaville during the time the SLA allegedly was forming as an outgrowth of the Black Cultural Association which since has been banned.

According to the Bee, Rothharr wrote a letter to that newspaper in which he states: "Although he (Sparks) was visited by people now known to have been SLA members, he was unaware of their political connections and viewed them merely as friendly visitors."

According to Guthrie, Sparks repeatedly denied he was a member of the SLA and earlier this month was admitted to the psychiatric ward because he was mentally upset.

A Tally On Boston- After 4 Weeks Of Integration

BOSTON - Four weeks into school desegreation here, is the picture at scores of schools across the city of Boston.

Police are outside, and more than 63,000 students, or two-thirds of the expected enrollment of 92,300, are inside.

The other third are not in classes. Some are sick, some are normal truants, some are staying away because they are frightened.

And many are boycotting to protest forced busing.

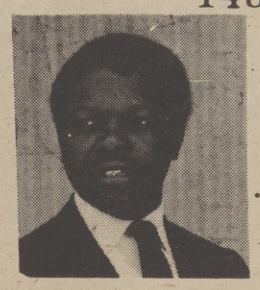
The students and teachers inside the schools are trying to settle into a routine despite continuing ferment, fears and uncertainties that have created tension throughout the city.

In the first four weeks, police have logged 148 arrests and 129 injuries, most of them not serious, in connection with desegregation.

A total damage estimate from related incidents was not available. However, Mayor Kevin White said in court that the city's property damage probably has run to $40,000 to $50,000 mostly in smashed windows.

Naaman Brown and Associates

1435 Alhambra Blvd. Suite 205



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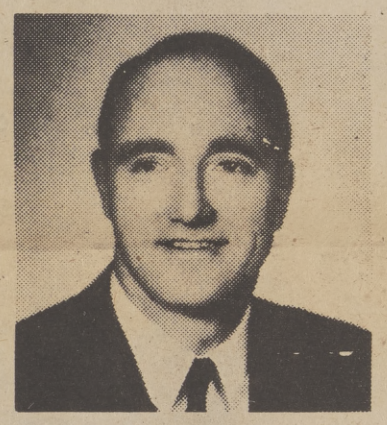

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POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT

COMMUNITY LEADERS SUPPORT FLOURNOY

Black and Mexican-American supporters recently discussed various issues related to their respective community with Republican gubernatorial candidate, Houston Flournoy. Shown standing are, left to right, Sam Cullers, Cecil York, F. Warren Lott, James C. Dodd, John Garcia, Tony Gurule and Joe Flores. Pictured seated are, left to right, Houston Flournoy, Mrs. Carrie Gordon, and Rev. S. L. Higgins.

We urge our friends to vote for the best qualified candidate for governor in November---

Houston I. Flouornoy

John Cole
Sam Cullers
Carrie Gordon
Rev. Sam L. Higgins
F. Warren Lott
Tom Daugherty
Joe Carter
Rev. Vincent Thompson
Rev. Cecil York
Jim Dodd
James Dorsey
William J. Nelson
Lloyd Riley

Hugh Supports:

* Involvement of minorities in all levels of government
* Formation of a California Minority Enterprise Small Business Investment Corporation
* FEPC Task Force to work with corporations and banks to adopt voluntary affirmative action plans
* Creation of State Housing Finance Agency to provide loans to moderate and low-income families
* Expansion of child care services on a sliding fee schedule based on income

Houston I. Flournoy For Governor

Paid for by the Sacramento County Flournory For Governor Committee: Charles F. Gray Jr., chairman; Derek Adams, treasurer, 1219 J Street, Sacramento 95814.

The Sacramento Observer

SECTION B

OBSERVATIONS

OCTOBER 24 - 30, 1974 THE OBSERVER PAGE B-1

Black Population Undercount Hurts Community

Several cities and counties including Sacramento County, are deprived of thousands of dollars each year in general revenue sharing money because the Treasury Department has refused to take into account the impact of the acknowledged undercount in the 1970 census, a recent study shows.

If revenue sharing allocations were recalculated to take the undercount into consideration for example, Newark, N.J. would receive roughly $436,000 more each year than it now does, while Norfolk, Va., would receive $248,000 more and Richmond, Va. would add $228,00 to its revenue sharing allocation, according to a study published by the Joint Center for Political Studies.

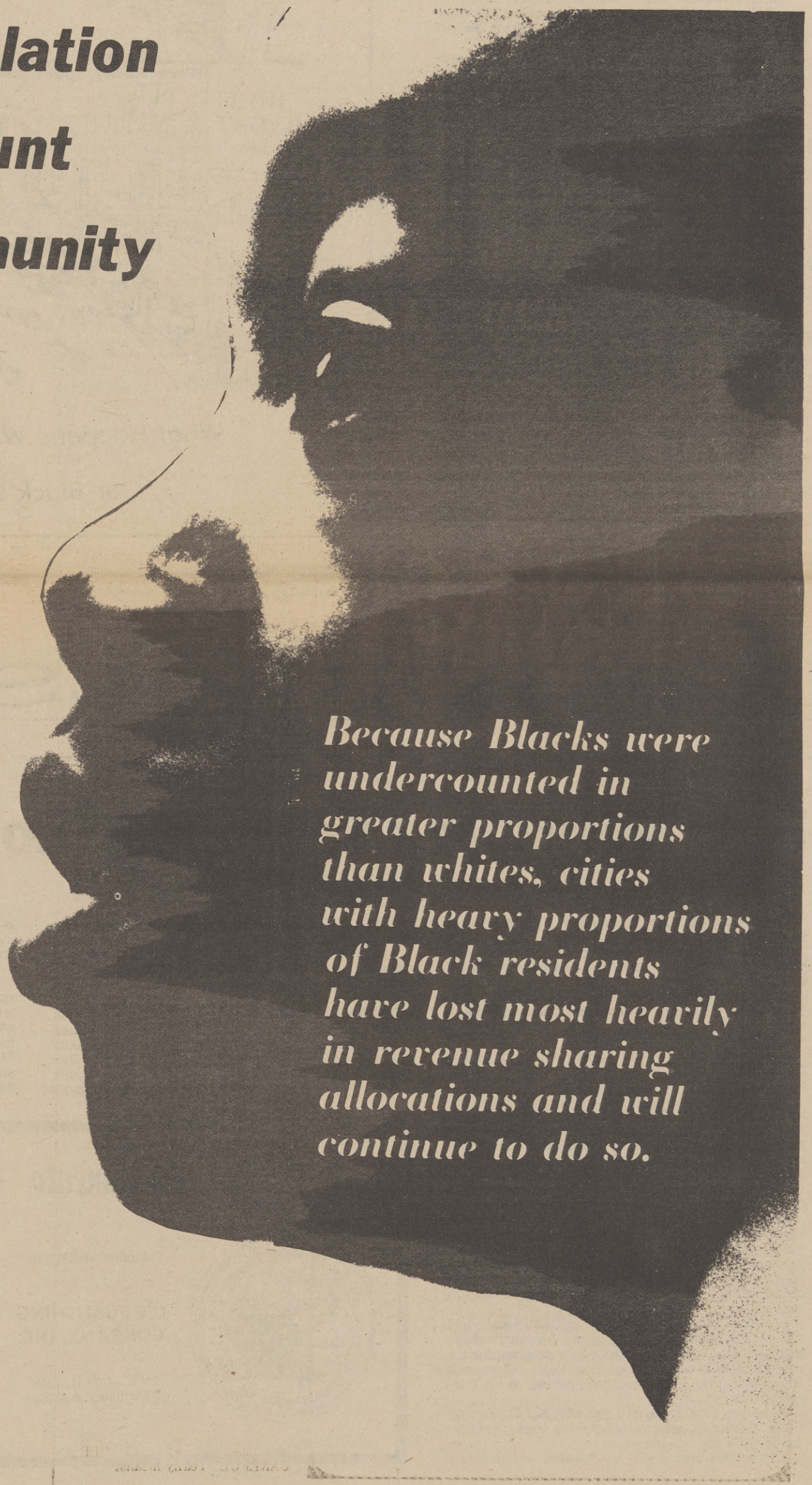
The study was prepared by Robert P. Strauss, associate professor of economics at the University of North Carolina.

Dr. Strauss was on the staff of the deputy secretary of the Treasury in 1971-72. He was closely involved in the development of the general revenue sharing legislation and was responsible for revenue sharing data analysis for the Treasury Department.

The report suggests a method of computing allocations which could be applied nationwide.

New Jersey and Virginia are used as examples to show the effect of employing the proposed method. Strauss and his associate, Peter B. Harkins, director of the Computation Laboratory for the university's International Fertility Research Project, calculated

(Continued On Page B-4)



Black Panel To Prevent 1980 Error

WASHINGTON - The Commerce Department is about to name a panel of Blacks to serve as advisors to the Bureau of the Census for the 1980 population count. The panel is supposed to come up with suggestions one improving tabulating techniques to get a true Black population count.

Called the Advisory Committee on the Black Population for the 1980 census, the group of 21 will be a broadly based representative of the community. Included will be leaders from such widely dissimilar groups as the Black Panther Party, the Black Muslims, the National Urban League, the NAACP and others.

The move is expected to prevent a recurrence of the 1970 census when Blacks and other minorities were undercounted.

Contemplated also in a committee for Spanish-surnamed Americans.

The Black panel members will be appointed by Commerce Secretary Frederick B. Dent, and will be drawn from those persons who had served on an ad hoc committee that recommended the formation of a permanent group.

Vincent P. Barabba, director of the cenus bureau in a draft character for the committee said the group's creation was necessary because "the quality of decennial census statistics for the Black population has been poorer than that for the population as a whole," adding that it was necessary to improve the count "because decennial census data are widely used for such critical matters as legislative reapportionment.

Distinguished Publisher Leaves Legacy

FRANK L. STANLEY, SR., long-time civil rights activist, owner and publisher of THE LOUISVILLE DEFENDER newspaper, died early last Saturday morning at Jewish Hospital, Louisville, Kentucky, where he was taken after suffering a heart attack while conducting the "Black Exposition" at Louisville's Convention Center. His newspaper has sponsored this home-show oriented program for 37 years.

Stanely, 68, was a leader in the civil rights movement in Kentucky, achieving national prominence, distinguishing himself as an educator and journalist. He had been associated with THE DEFENDER for more than 40 years, joining the staff several years after its founding.

Mr. Stanley has received several honorary doctorate degrees, the latest being from the University of Kentucky at its spring commencement this year.

His career as a newspaper man and his dedication to the civil rights movement led to his drafting legislation leading to integration of state universities by the Kentucky General Assembly in 1950.

During the years that Stanley published THE DEFENDER, it received more than 35 awards in journalism, including the President's Special Service Award of the National Newspaper Publisher's Association (NNPA) in 1970, and the coveted Russwurm Award in 1974.

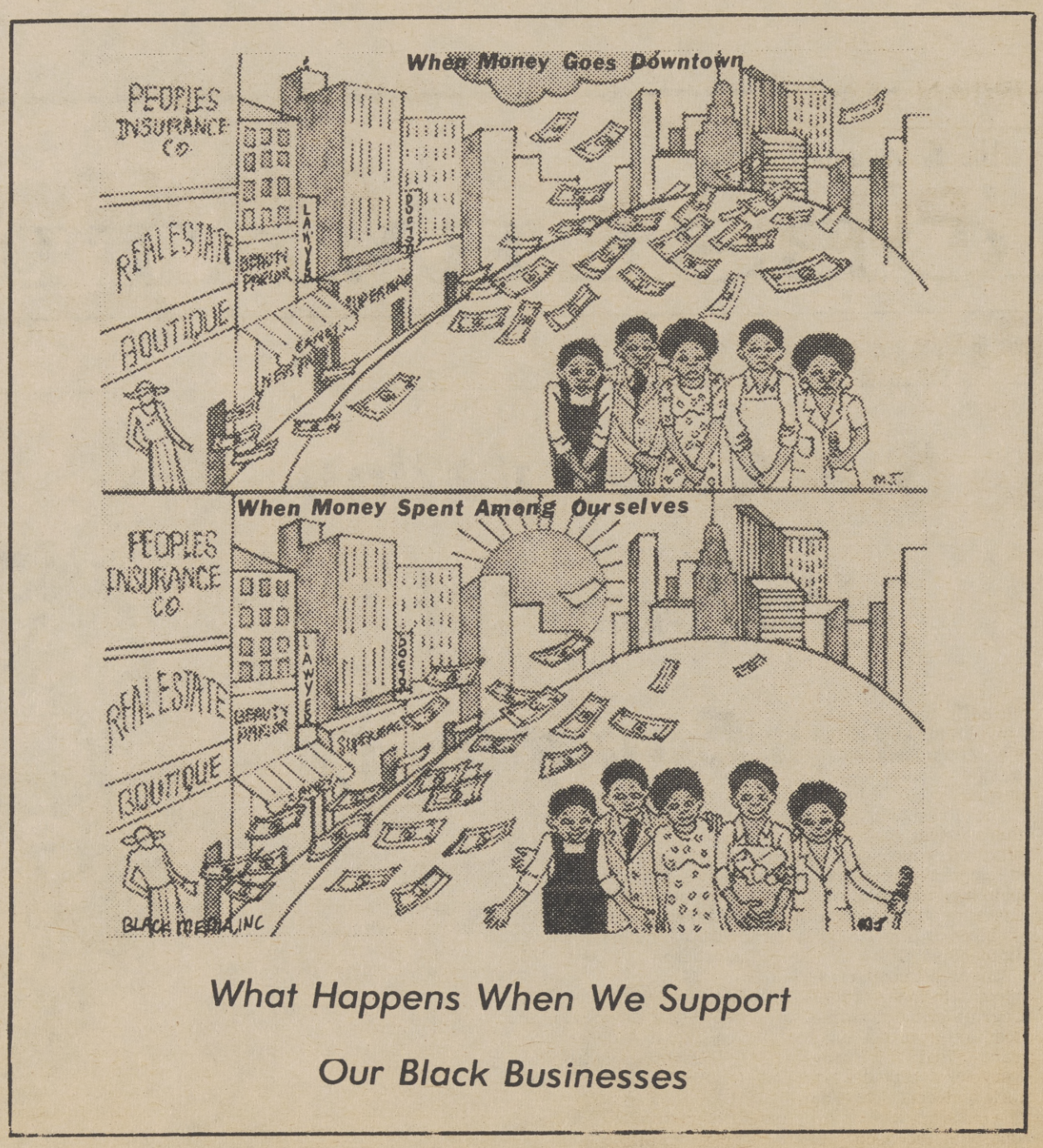
Stanley was a co-founder of the NNPA and a five-time president of the association which represents Black-oriented newspapers across the country.

In 1969 and 1972, Stanley was named to the Pulitzer Prize jury which selects winners for journalistic achievements in its name.

His syndicated column, People, Places and Problems, received first-place honors in judging by the NNPA. He also won two editorial writing awards from that organization.

Stanley is survived by his wife, the former Vivian Clark; two sons, Frank, Jr., editor of The Defender, and Kenneth, assistant publisher of The Defender.

We shall miss this great newspaperman and leader.



What Happens When We Support Our Black Businesses

The Sacramento Observer

EDITORIALS

Four Measures To Rebuild Local Schools

The Sacramento City Schools have four measures on the November 5th ballot; I,J,K and L. This is what Measures I,J,K and L essentially involve. They will provide funds to build three new elementary schools in the expanding residential parts of the city school district -- Rosemont, Meadowview and Pocket areas. They would finance a needed special education diagnostic facility for students with various learning handicaps.

A six senior high school would be built in the growing eastern section of the district to releave overcrowding at Hiram Johnson High School.

The C. K. McClatchy High School restoration would bring it up to minimal facility and program standards. Presently, McClatchy's terrible rundown condition jeopardizes its standing with the Accrediation Committee of Western Universities and colleges. Last year the committee, after a survey of the school, said it simply cannot afford an acceptable college accrediation program in its deteriorated state.

Renovation of Sacramento High School's safe buildings would be completed as well as providing for a girls gymnasium.

The district could purchase the site and facilities of the Sacramento Skills and Business Center on the old State Fairgrounds now leased on a month-to-month basis.

The funds raised would also permit additional Field Act improvements including plans for continuation high schools, opportunity schools, a program for the educationally handicapped at John Muir, and an adult education school in the center of the city at the Fremont School site.

Measures I,J,K and L will raise $35,337,220 through Field Act bonds, general obligations bonds, revenue bonds and a tax rate increase.

The overall cost would be 73.7 cents on the school tax rate -- for the owner of a $30,000 home it would mean an increase of about $1 a week.

A simple majority is needed for all the measures except K, the general obligation bond for Sacramento High and the Skill Center which requires a 2/3's majority.

The Board of Education and district administration has devised a plan here which will permit attendance by pupils at schools closest to their neighborhoods.

Busing would be used primarly when walking distance makes it unavoidable. At the same time, the district has managed, within limitations imposed by geography and financial ability, to plan ethnic balancing as closely as possible to the requirements of the law.

The revenue measures have been studied and restudied; priorities of needs have been closely scrutinized. Measures I,J,K and L are fundamentally sounded and vitally needed. Not only to save our schools but in the deepest sense to continue the quality of life in our city. THE SACRAMENTO OBSERVER strongly ~~urges~~ your support and vote on Nov. 5 for their endorsement of these measures and passage.

The Sacramento Observer

Published Weekly By

LEE PUBLISHING COMPANY, INC.

WILLIAM H. LEE
Publisher & Editor

JOE B. STINSON
Asst. to Publisher

Second-class Postage paid at Sacramento, Calif.

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URBAN LEAGUE

Public Job Program May Be On The Way

By VERNON JORDAN

The National Urban League

With obvious reluctance, President Ford seems committed to a program of public service job-creation.

While this represents a breakthrough in the thinking of an Administration not noticeably committed to making the problems of working people its priority, it amounts to only a very small step on a long, long road.

The President unveiled his plan for a community improvement corps as part of a broad package of anti-inflationary measures he wants. The plan is for a limited temporary program of public service jobs to be set up in high unemployment areas when the national jobless rate stays at six per cent for three months. Jobs would go to the long-term unemployed and last only six months.

JORDAN

This won't do at all. It amounts to a work-relief program on the cheap instead of a broad program that insures everyone capable of work a decent job. The plan doesn't begin to cope with the need. In the face of widespread hunger for work, the Administration has come up with a candy bar instead of a full meal.

The gap between the plan as presented and the plan as it could be is awesome. Let's start with that "trigger" of six percent unemployment for three months before the job program would go into effect.

The official unemployment rate is already 5.8 per cent. There are well over five million people out of work, with another three million in part-time jobs who want full-time work. And many millions more are "discouraged workers" who have given up trying to find a job in this tight market.

So the need is great right now, regardless of some theoretical trigger number like six per cent, which is only a fictional device anyway. Since the plan calls for concentrating the new jobs in high unemployment areas, what does it matter what the national rate is? Ghetto unemployment is often well over 20 per cent. Many cities have had unemployment rates varying between six and ten per cent all year. The Administration is telling them no help is in sight until more favored job markets feel the pinch, too.

Another flaw is the limited nature of the jobs -- six months. And only a handful of people would get these jobs. Even with the program in high gear, over five million people would be out of work.

The basic flaw comes from the program's goal of creating "short-term, temporary jobs that are not part of the regular work scheme," as Labor Secretary Peter Brennan put it in Congressional testimony.

If the objective were instead to create permanent jobs that fulfill needed public services and bring everyone capable of work into the mainstream of economic life, the program could effectively end joblessness and revive the economy.

This latest economic crisis is just the latest in a series of lessons that illustrate the failure of our economy to provide jobs for all. Now is the time, under pressure of the current downward plunge of the economy, to break the vicious cycle of unemployment and poverty once and for all.

There is certainly enough work in the public sector to be done, from expanding mass transit to caring for parks to setting up day care centers. And there are, unfortunately, all too many people around who don't have work. A massive job and training program would cost very little when you deduct the present costs of unemployment from the bill, and add the billions the Treasury would gain from new tax producers and from a healthier business climate.

The Administration's first, tentative step into the brave new world of public service employment isn't much, but at least it's a start. Perhaps some bolder ideas will come forth, at the very least to create a minimum of one million public service jobs right now.

HAWKINS REPORT

Federal Bureaucrats Must Protect The Consumer Too

By AUGUSTUS F. HAWKINS

California's First Black Congressman

One of my most consistent themes this past year has been a concern for the shellacking consumers have received from government agencies, supposedly in the business of protecting the over-burdened taxpaying consumer.

My concern continues, because the shellacking continues, as the following examples clearly indicate.

HAWKINS

Within the past few weeks the Federal Aviation Administration has vigorously supported increases in airline fares -- which are too high already; recent Congressional hearings have indicated that last winter the Federal Energy Office (under the reign of now Secretary-Treasurer William Simon) approved a "double diping" oil scheme, whereby the oil industry dishonestly charged the American consumer twice for the same barrel of crude oil -- thus making some $300 million in additional profits -- these profits were in excess of the already excessive profits the oil giants were earning; last September some medical officers within the U.S. Food and Drug Administration charged the FDA with bowing to inordinate pressures from the drug industry, and approving the release of drugs before their effectiveness or safety could be clearly validated by FDA scientific experts.

On top of these infamous examples, the American public just last week, witnessed the spectable of the White House having to step into, and stop, the latest attempted Soviet grain coup. Once again Agriculture Secretary, Earl Butz, was the chief actor; he was also the chief actor in 1972, when the Soviet Union purchased 19 million tons of American grain from a $750 million credit line extended to the USSR by the United States.

The Soviet purchase of U.S. grain in 1972, guided by the erstwhile Mr. Butz, proceeded to raise American bread prices to almost double their 1971 prices.

In this latest grain sale caper, Secretary Butz was given advance warning of the pending $500 million, 3.4 million ton grain sale to the Soviet Union by the two grain export companies. There was additional information available to his office that the Soviet Union was shopping around for another 2 - 3 million tons. Therefore brining their total U.S. purchases to about 6 million tons.

Secretary Butz was also aware that there is great uncertainty regarding the extent of the severity that this year's early freeze caused U.S. grain crops; this factor, which will limit crop yield, will also mean that the price of U.S. grain will probably have to increase, thus affecting the cost of bread, and grain-fed cattle to the consuming American public.

With all of this knowledge at his fingertips, Secretary Butz' response to the question of why the Soviet Union was almost able to recreate its 1972 steal, was the fact that "I personally was not firm enough in my contacts with the Soviety Union. I was not firm enough in my discussions with the two grain companies."

(Continued On Page B-4)

The Sacramento Observer

FORUM

OCTOBER 24 - 30, 1974

RUSTIN COLUMN

Blacks, Labor, And Democrats

By BAYNARD RUSTIN

A. Philip Randolph Institute

It has become fashionable in recent years to speak knowingly of an impending realignment of the Democratic Party. Since the time of Franklin Roosevelt, the Democrats have secured the allegiance of working people -- Black and white.

Now, we are told, all that is changing.

RUSTIN

Conservatives such as columnist Kevin Phillips, predicted that white working people would soon shift their loyalties to the Republican Party, in large measure as a reaction to racially - tinted issues. Liberals, such as Fred Dutton, an adviser to Senator McGovern during his presidential campaign, envisioned the emergence of new and basically middle - class forces to replace working people as the Democratic Party's base (Dutton specifically pinned his hopes on the youth vote).

Both Phillips and Dutton have had ample opportunity to experiment with efforts to create a new coalition, and it is obvious that both have failed.

The Democratic Party's base is its biracial, working class constituency. Students, the activist middle class, academics -- all may participate in party affairs and influence to one degree or another its direction; they do not, however, comprise the bulk of its voters.

Beyond providing the Democratic Party with the power of numbers, Blacks and organized labor have injected a sense of vigor and commitment into the political system. Middle class activists often assert that their superior dedication and moral vision compensate for the lack of a mass base. But there can be little doubt that it has been labor -- in combination with the Black community -- which has most energetically and effectively defended the interests of ordinary people.

Blacks and labor, moreover, have often done this together -- as partners in a strong, biracial alliance containing vast potential for transforming the political process. Labor has been instrumental in helping to elect Black candidates, such as Congressman Andrew Young, Atlanta Mayor, Maynard Jackson, Congresswoman Barbara Jordan, and Congressman William Clay.

There have been instances when the labor movement did not support a Black candidate; these occasions, however, have been rare. In the overwhelming majority of cases, labor has supported Black candidates, contributed money and manpower when a Black candidate was involved in a close election, and conducted education programs among white members who

(Continued On Page B-4)

Black Undercount Hurts Community...

(Continued from Page B-1)

changes in allocation for every jurisdiction in the two states using the proposed method.

"A number of jurisdictions have lost sizeable sums of money because of the census undercount; several others have gained significant amounts from failure to correct for the undercount, and by far the largest number of jurisdictions would gain or lose few dollars as a result of corrections," the report states.

In April, 1973, the U.S. Census Bureau announced that it had discovered that the actual population of the country in 1970 was 5.3 million higher than the figure reported in the 1970 census. This was an error of 2.5 per cent. The bureau said Blacks were undercounted at a rate of 7.7 per cent, compared to only 1.9 per cent whites.

This undercount affects the amount of money a jurisdiction receives under the general revenue sharing program because population is one of the factors used in a formula that determines allocations. The other two factors are per capita income of residents, and how heavily the locality taxes its residents.

Because Blacks were undercounted in greater proportions than whites, cities with heavy proportions of Black residents have lost most heavily in revenue sharing allocations and will continue to do so.

In a May, 1973 letter to then Treasury Secretary George Schultz, Joint Center for Political Studies President Eddie N. Williams urged Schultz to use his statutory authority to adjust revenue sharing allocation to reflect the census undercount.

Williams noted that legislation and regulations authorize the Treasury secretary to use revised estimates when census data "are not current enough or are not comprehensive enough or are otherwise inadequate to provide for equitable allocation . . ."

Subsequently, a number of leaders, including some in the non-partisan National Black Caucus of Local Elected Officials, demanded adjustments in revenue sharing allocations to reflect the census undercount. The National League of Cities and U.S. Conference of Mayors adopted resolutions at their separate annual meetings in 1973 urging Shultz to make such adjustments.

On April 5, 1974, the city of Newark filed a suit in the U.S. District Court for the District of Columbia, asking the court to order the Treasury Department to adjust Newark's allocation. The city had filed a formal administrative complaint with the Treasury Department prior to its court suit, but the agency refused to adjust the city's revenue sharing allocation.

The Treasury Department's typical response to requests for data adjustments has been that a method is not available for distributing the undercount among localities and that population is a relatively insignificant factor in the revenue sharing allocation formula. Strauss points to his method as one reasonable and readily applicable way to correct the undercount.

Reports Strauss: "While it is difficult to judge the superiority of adjusting just population or population and income, it is apparent that greater equity would be achieved using either method than currently exists as a result of using the original 1970 census population and income data . . . Published figures, admittedly incorrect, are best replaced by reasonable estimates in the revenue sharing formula, as the Treasury Department has already done for certain revenue sharing computations. Further details which may be developed on the nature of the undercount by region or state would produce even firmer results than these reasonable estimates."

In support of this, Strauss points to use by the Office of Revenue Sharing (ORS) of updated interstate population figures, based on estimates, and to public statements by ORS Director Graham Watt, who has said that the Treasury Department expects to use updated estimates in 1974 for population at the county and city level as well.

In the state of New Jersey, according to Strauss's computations, four cities and two counties would each gain more than $20,000 annually through the use of corrected population figures. Besides Newark, they are Jersey City, Atlantic City, East Orange, Essex County and Hudson County.

Six New Jersey counties would lose over $40,000 annually compared to their present allocations if the census undercount were taken into account. They are Bergen, Middlesex, Camden, Monmouth, Ocean and Passaic.

Similarly, in Virginia six cities would gain over $50,000 annually if corrections were made, according to Dr. Strauss's computations. These are all "independent cities," treated as counties for revenue sharing purposes. Besides Norfolk and Richmond, they are Newport News, Chesapeake, Portsmouth, and Roanoke.

Blacks, Labor, And Democrats...

(Continued from Page B-3)

might have misgivings about supporting a Black candidate.
candidate.

The relationship between Blacks and the labor movement has been one of close cooperation most of the time, and occasional differences which are resolved with no feelings of enduring bitterness. Yet one would never know this, if one limited his reading to the most popular liberal magazines and newspapers. The message of these journals is that Blacks and the labor movement are deeply split over the direction of the Democratic Party and, particularly, that labor is trying to limit Black representation on party governing committees.

In these accounts, the AFL-CIO is usually described as a "conservative" force within the party. This is absurd on its face. Labor cannot be conservative and yet give unqualified support to Andrew Young, Barbara Jordan, and Tom Bradley, lead the fight for impeachment, and have the only coherent program to protect the interests of minorities and working people against the possibility of economic depression.

There is no question that there are differences between some Blacks who serve on the Democratic National Committee, and the labor movement over the guidelines for party governance. A number of Blacks, led by California Assemblyman Willie Brown, walked out of a recent meeting because of a disagreement over delegate selection rules and have threatened to boycott the party's Charter Conference, scheduled for December in Kansas City.

There are three observations which need to be made.

First, however serious the differences may appear now, the liklihood is that some agreement can be reached that will be acceptable to all sides.

Second, leading a walk-out of a committee meeting may be a dramatic way of expressing one's discontent, but it does nothing to further the role of Black people within the party. Black people have achieved important power within the Democratic Party; they are certainly not being excluded from its affairs. But they will not be able to exert that power, except in an essentially negative or counterproductive way, if they threaten to bolt the party simply because a decision does not go their way.

Third, there are those within the Democratic Party who would prefer to see a cleavage between Blacks and the labor movement. They themselves are antagonistic to labor's role in the party, and are not above exploiting racial differences to help assure their own dominance.

Recent history should have made clear that the future of the liberal coalition does not lie with the middle-class oriented forces who formed the nucleus of the McGovern campaign. The future lies with the working class majority of both races, and their representatives in the labor movement. This is why it is essential, more than ever, to resist those efforts to divide those two forces for social change.

Bureaucrats Must Protect Consumers...

(Continued from Page B-4)

Secretary Butz is too modest! In my view he has never been "soft," when it comes to dealing with the consumer. In fact, he has shown his irritation and impatience with the consumer's right-to-know; he has been argumentative in public meetings with consumers and the press; he once suggested that the American public should eat less during these inflationary times. It is therefore inconceivable to me, that Secretary Butz failed to act in this latest grain deal, because he was not firm.

In my estimation Secretary Butz' continued failures in reasonably protecting the consumer against the encroachments and influence of big business in his bureaucracy is consistent with the Agriculture Secretary's public-be-damned attitude.

He says that he espouses the cause of an uncontrolled free market; this is sheer delusion, because the market which is neither free, nor controlled, is essentially dictated to and manipulated by the giants of industry -- and their friends who are in key positions in many Federal regulatory agencies.

(The author of the "double-dipping" oil scheme for instance, came to the Federal Energy Office via a leading oil company, and stayed long enough to engineer the profitable bilking of the American consumer).

Secretary Butz, who pledged to protect the Constitution and all of its constituents, when he took office under ex-President Nixon, has so far mainly provided protection for the corporate sector, with which he strongly identifies.

I agree with Senator Henry M. Jackson; Secretary Butz should consider resignation, because of the mess he has created in this latest grain issue. In this way, it will be absolutely clear, that government must be served by men who recognize that a lack of ethics and morality on the part of public servants, cannot be excused by the old refrain, "I didn't do anything illegal."

It is essential now more than ever, that government leaders be beyond reproach. Our whole system is at stake on this; government therefore must be -- in the late President Eisenhower's words, "as clean as a hounds' tooth."

THE URBAN LEAGUE PRESENTS:

Sunday Morning At 10:30

DELORES BRYANT and guest -- DR. WILLIE ELLISON, of the Office of Criminal Justice Planning and The Urban League Cooperative Endeavor staff featuring TYRONE WILLIAMSON

13 KOVR
McCLATCHY BROADCASTING

Muslims Have Answers To Racism, Spokeman Says

NEW YORK - Citing rising inflation and unemployment among Blacks, Minister Louis Farrakhan, National Representative of the Honorable Elijah Muhammad, said that Black-Latin people cannot survive economically in the midst of the collapse of the Western Monetary System if they remain a part of the American economy.

Speaking in New York recently at the Black Family Day Part 2 Rally sponsored by Muhammad's Temple of Islam No. 7, Minister Farrakhan said that "We live at a most crucial time in the history of the world.

"Messenter Elijah Muhammad is teaching us that the world that we now know, the world of the white people, the western world, is now in the throes of death. We are witnessing the collapse of this world. In the last year, you have witnessed the fail, or the changeover in government, of practically every white government of the western world." Minister Farrakhan said that Messenger Muhammad has taught that the collapse of governments, especially that of America, was a divine judgment for the evils consistently perpetrated against members of the Black Family.

Minister Farrakhan, who is also the Minister of Muhammad's Temple of Islam No. 7, provided a background into the immediate economic causes of this judgment, or inflation, for the audience who packed Downing Stadium on Randall's Island; noting that "now . . . we see . . . The President of the United States going before the world and saying our number one energy is inflation. But Mr. President, what is the base of your inflation?"

"Is it not that there is a great demand, but very little or dwindling supply? And where is the supply? You say inflation has us in its grip, you're right.

"We must unite to lick inflation. Well, see if you can. But I think as Messenger Muhammad pointed out to us in His great book "Message to the Blackman in America," and in His book "The Fall of America." He said the finger of Allah is against the dollar.

"When England and America went off the gold standard, and went off the silver standard, this was signaling the end of their monetary world.

"Now the dollar of America is not backed by silver, it's not backed by gold, it's just backed by the gross national product. A great demand for wheat -- but where is the wheat?

"The former President, trying to reach an accord or detente with Russia, agreed to sell the wheat to Russia, thinking that this year would be a real productive year. But something happened in the wheat producing states . . . the change of weather has robbed them of a bumper crop."

Minister Farrakhan also pointed to the change in weather patterns as the cause of virtually worldwide drought: "And a serious drought has engulfed middle Africa.

That drought is not only in Africa. It is in practically every populous part of the world. A major drought is in America. And Messenger Elijah Muhammad says it will continue to get worse."

And caught in the middle of this situation is the Black-Latin community, with its disproportionately high unemployment rate. Minister Farrakhan stressed that looking to the white economy of government for either employment or public assistance would only spell disaster for Black-Latin families. "In America, the Blackman is seeing a hard time . . . If the Blackman has no means of employment, how can he support his family? . . .

The time is so dreadful . . . that we must look for a doorway out of the fall of the western world. And in the scriptures, it is written very beautifully of Jesus, but is actually speaking of the last Messenger of God, who's on the scene today.

The Lamplighter Is Light To Every Man

by REV. VENCENT THOMPSON
Observer Religious Editor

REV. V. L. THOMPSON

In this verse John uses a very significant word to describe Jesus. He says that Jesus was real light come to enlighten and to illumine men. Before Jesus came there was other lights which men followed.

Some were flickers of the truth; some were faint glimpses of reality; some were will-o-the-wisps which men followed, and which lead men out into the dark and left them there. It is still the case.

There are still the partial lights; and there are still the false lights; and men still follow them. Jesus is the only genuine light, the real light to guide men on their way.

At the best, death was an annihilation and the soul of man shuttered at the thought of death. As the worst, death was torture by whatever Gods there be and the soul of man was afraid. But Jesus by his coming, by his life, his death, his resurrection showed men that death was only the way to a larger life. The darkness of death was gone. Because of Jesus the bitterness of death is passed for every man.

Jesus' coming finally, is the light who light every man who comes into the world. Harry Lauder said: "I can tell where the lamplighter was by the trail of light left behind Him."

Prexy Of Liberia To Receive Religious Award

WASHINGTON, D.C. -- Dr. William R. Tolbert, Jr., President of The Republic of Liberia, will receive the Gold Medallion "Society for the Family of Man Award" in New York City on October 31, 1974.

The award, from the Council of churces of the City of New York, will be made at the annual awards dinner in the Grand Ballroom of the New York Hilton Hotel.

President Tolbert was chosen to receive the prestigious religious award for being "the leader of Africa's most progressive republic" and for "his continuing commitment to the Christian religion in Africa and the world."

Recognized for having created an atmosphere conducive to the emergence of a modern Liberia, Dr. Tolbert's administration is credited with providing an overhaul of the country's public administration system, increaded emphasis on productive agriculture and long-range economic planning, a drive for low-cost housing, and addressing itself to improving the uality of life of all Liberians.

Halloween Donations

Halloween night will be a special night for young members of the Capital City Pathfinder Club of the Seventh-day Adventist Church. Mr. David Jones director of the Club, stated that the boys and girls have chosen to launch a project to aide needy families in the community.

Instead of asking for treats for themselves, householders will be asked to contribute food and clothing. The collection drive will begin at 6 p.m.

The Pathfinder Club is sponsored locally by the Church to provide recreation and character building activities for boys and girls age 9 to 15.

Any interested person may call for information, by phoning 422-6124 or 487-3012.

Rev. Wade Conducts Revival

Rev. Tillman Wade, pastor. 1890 Burnett Way. Rev. Tillman Wade will be running revival services at the Union Priest Peace Missionary Baptist Church, Rev. P.N. Bell, pastor, beginning Nov. 4th Los Angeles, California.

CHRIST TEMBLE MISSIONARY BAPTIST CHURCH

Rev. J.E. Petteway, pastor. 3030 26th Avenue. The church will be celebrating the pastor's 20th Anniversary beginning Sunday, November 3rd at 3:00 p.m. Rev. Z. Denham pastor of The God Throne Baptist Church in Stockton, will be delivering the message. Rev. E.L. Thames Associate speaker. The public is invited.

NEW HOPE BAPTIST CHURCH

Rev, A. Paul Jones, pastor. 3700 22nd Street. Subject this Sunday, "A Divine Invitation." The pastor and church will be going to the Mt. Zion Baptist Church in Stockton, Sunday, October 27th at 3:00 p.m. The California Baptist State Convention will begin Monday morning October 28th through Friday Nov. 1st.

UNITY FELLOWSHIP MISSIONARY BAPTIST CHURCH

Rev. C.R. Lee, pastor. 2741 34th Street. The Church is having their opening of the new church 1990 Grand Avenue, November 10th at 3:00 p.m. Please feel free to come.

THE TWO GREAT COMMANDMENTS PART II – LOVE THY NEIGHBOR

"Love my neighbor? That takes prayer!" "You're right!"

Broadcast this Sunday over many stations including

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KGO 8:30 a.m.

the TRUTH that HEALS

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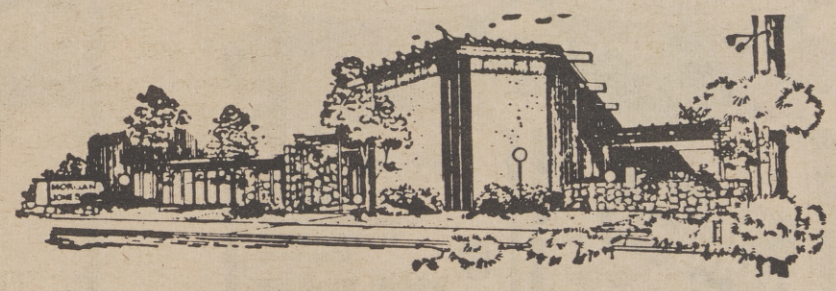

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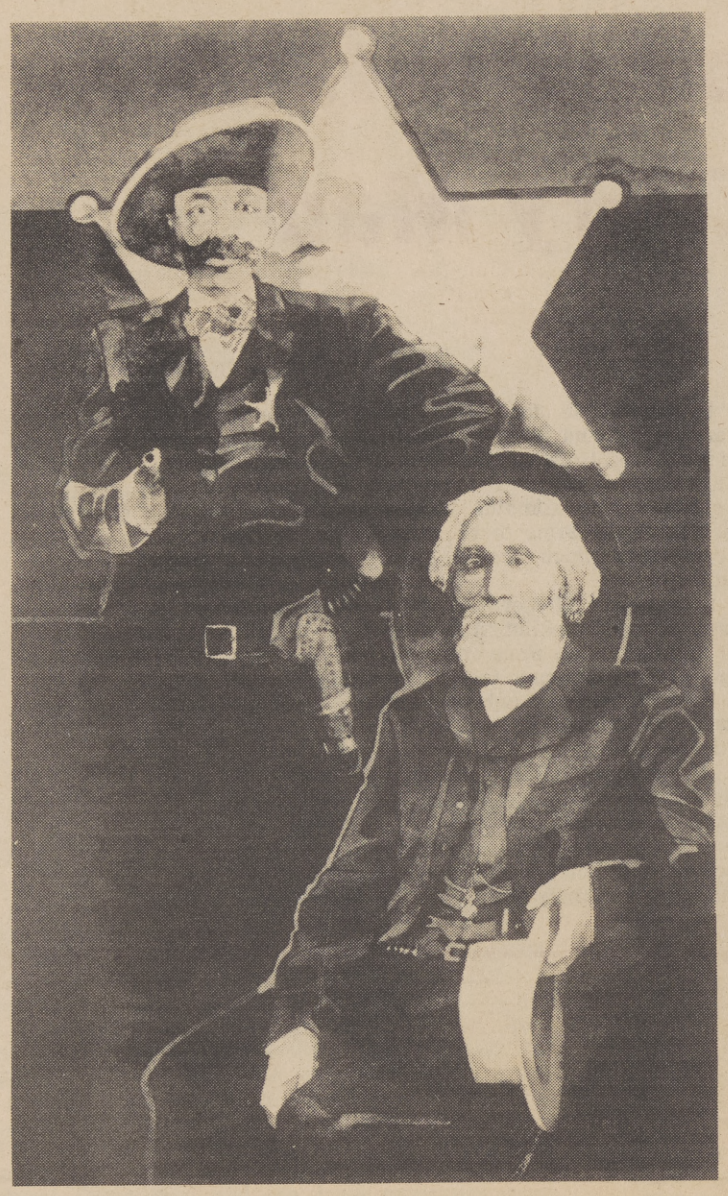
PICKNEY'S PAINTING IN CALENDAR



Noted Black illustrator Jerry Pickney's painting of two famous Black frontier lawmen as depicted in the Seagram 1975 Black Historical Calendar -- Henry O. Wagoner and Boss Reeves, both of Oklahoma. Mr. Wagoner was the first Black deputy sheriff of Arapahoe County, serving between 1865 and 1875. He served also as a skilled newspaper correspondent and civil rights activist. Boss Reeves was a dedicated Black man who carved a reputation for himself as a hardworking and skillful member of the Judge Parker Court in Fort Smith, Arkansas, during the last decade of the 19th century.

Joint Legal Equality Committee Reveals Business Loan Statistics

Small businesses owned by women have received only 1/2 of 1 per cent of the $170 million in loans extended by the San Francisco District Office of the Small Business Administration since January, the Joint Committee on Legal Equality revealed today.

State Senator Mervyn M. Dymally, Chairman of the Committee, said that legislation is being drafted to aid women to open their own businesses.

Dymally's proposed legislation would create a state office designed to provide financial advice, counseling, and training for businesswomen in the State.

Dymally pointed out that "this is just not a women's rights issue. A state that does not take advantage of half its potential talent, is really just serving as a brake to slow down the economy for everyone -- including existing businesses."

Legislation on the state level is needed, said Dymally, because federal agencies such as the Small Business Administration have made only token efforts to help women and the state has made none.

A survey of SBA offices conducted by the committee's staff turned up the $170 million figure. Businesses that are at least 50 per cent owned by women received only $863,850 of the $170,559,897 loaned out by the San Francisco SBA office this year.

"Because of the double obstacles of inexperience and sex discrimination, women don't often consider the possibility of becoming their own employers," Dymally said. "The state must take the lead in opening up new avenues for women that will provide not just jobs but careers."

Senator Dymally noted that in most cases married women cannot obtain business loans from banks unless they have their husband's approval. In addition, single women are often denied business loans because banks do not seriously consider their applications.

The Joint Committee has been probing job opportunities provided by the State of California for women at both ends of the economic totem pole -- the college educated, as well as high school dropouts, and discovered that "the state isn't doing enough for either," stated Dymally.

Explaining that testimony at every hearing held by the committee has stressed the availability of child care as a first step toward equal employment opportunity, Dymally said that "the state must lead the way by providing good, low - cost child care centers for its own employees."

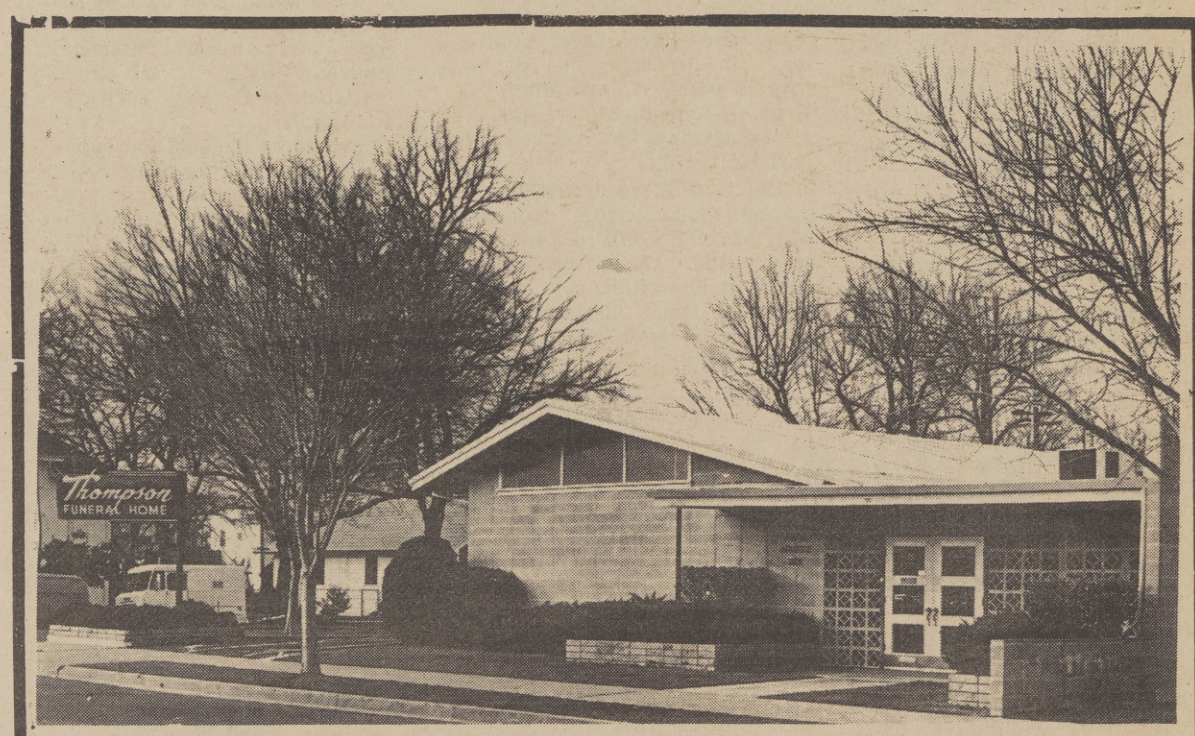
Publisher Discusses Recession Cause

NEW YORK - "For Blacks in America, the months ahead look perilous," says Graves, Editor and Publisher, of Black Enterprise Magazine in the special October 1, 1974 issue on "Money Management."

This may be acceptable in purely economic logic, Graves continues, "But there is more involved here than just economics. Black business in a newcomer .

Black Enterprise magazine is a business magazine directed to America's leading Black businessmen and women.

The magazine's 165,000 subscribers have a median income of $13,550, and the magazine itself during its four years of existence has become the most influential tie-line between the white corporate structure and the Black business community.



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PUBLISHER CONGRADULATES

Robert W. Sarnoff, Chairman and Chief Executive Officer of RCA Corporation is shown at right, being congratulated by Publisher Hillard Hamm, Secretary-Treasurer of the West Coast Black Publishers Association. Sarnoff, delivered the opening remarks at the dedication of Loyola Marymount University's newest facility, the College of Fine and Communications Arts last week, located in Los Angeles. The college is launching a new venture integrating fine arts with electronic media. Hamm is also the Publisher of THE METROPOLITAN GAZETTE Newspaper.

Sarnoff Calls For New Fund-Raising Methods

LOS ANGELES - Fresh fund-raising approaches are needed to help the arts in America meet a deficit that now exceeds $1 billion a year and that could tripple by 1980, RCA Chairman Robert W. Sarnoff said last week.

Speaking at the dedication of the Loyola Marymount University College of Fine and Communication Arts, where he received the honorary degree of Doctor of Fine Arts, Sarnoff said that increased revenues must be accompanied by more businesslike attitude in the arts organizations, since "in many cases their financial troubles are complicated by inept management."

The RCA Chief Executive, who is also chairman of the Business Committee for the Arts, cited evidence of an untapped public potential of additional aid to the arts, and he suggested that three approaches might be explored:

- A system that would enable individual taxpayers to add from $5 to $50 to their income tax bill and earmark it as a tax-deductible contribution to be turned over to the National Endowment for the Arts for distribution;
- Wider adoption of the federated community fund-raising technique that has gained increased support for the arts in several of the nation's cities;
- Wider use of the principle of matching grants by government and private institutions supporting the arts.

Stating that the performing arts and other creative activities cannot make their way unaided, Sarnoff said that no way has yet been found to provide aid in adequate measure. At the same time, he added, the plight of the arts has been intensified by efforts to meet the immense growth of public enthusiasm.

"For most of the performing arts, every ticket sold represents an operating loss," said Sarnoff. "The average symphony orchestra earns about 45 per cent of its budget. The ticket revenues of the average opera company cover about 50 per cent of its costs. Dance and theatre companies do only slightly better."

So far, he added, the arts have scraped by with aid from government, business, foundations, and the public -- providing a total of just over $1 billion in aid in 1973.

"Before congratulating ourselves," he said, "let us reflect that $1 billion represents less than one tenth of one per cent of our gross national product. Moreover -- and this is the key fact -- financial support for the arts is not growing as fast as the gap between what they spend and what they receive."

As a first step in trying to close the gap, Sarnoff called

(Continued on Page B-8)

The Sacramento Observer

BUSINESS

OCTOBER 24 - 30, 1974

JOBLINE

State Department of Food and Agriculture

Benjamin A. Amos

When you sit down to a meal, do you ever think about the process that gets the food from the farmer's field to your table? The State Department of Food and Agriculture plays a role in almost every part of this all-important process.

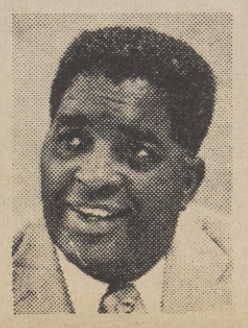
Because the Department plays such an important role in the food chain, every employee of the Department becomes a significant link in that chain. Of the 58 counties in California, 56 have representatives from the Department of Food and Agriculture who every day perform tasks that help to put meals on your table.

We at the Department wish to describe how the Department works. More importantly, we want to describe the excellent job opportunities that exist for you within the Department. We want to present to you what the Department of Food and Agriculture does and at the same time to interest you in joining us in a promising career with a future.

In the weeks ahead, we will be describing for you the work of the seven divisions and the bureaus within those divisions through the eyes of the personnel who work there. You will be hearing about jobs that range from the para-professional to the professional level, from controlling insects to controlling crop and animal disease, from the care and feeding of livestock and poultry to the inspection of the very food we eat.

If, through these articles, we create an interest in you about the jobs we will describe, please contact Affirmative Action Coordinator, **Benjamin A. Amos**, at (916) 322-6332. He will be more than happy to answer your questions about how you can join the State Department of Food and Agriculture team.

By the way...



by Joe Black

Letters. We get letters.

We get lots and lots of letters about the various things we discuss in "BY THE WAY."

Not all the letters we get agree with us either. Not by a long shot, sometimes. And that's good.

You see, I am not a preacher. Nor a teacher. I am simply Joe Black, citizen. A Black man fortunate enough to speak up and speak out, and reach thousands of people through the press and broadcast media.

Still, I am only a single voice, trying to remind you and me and all of us how important it is to constantly re-examine our attitudes and solutions to Black problems.

I have been labeled a "Tom" by some, because I don't relate to racism as strongly as some think I should. My answer to that is simply that I deeply believe in the importance of uniting people of good will more than I do dwelling on those things that divide them.

I don't believe that rap sessions like "BY THE WAY" have to be filled with hatred, profanity, and despair to jog our minds, our sensitivities, and our sensibilities.

I do hope, though, that when I communicate my way, more and more of us will give just a little more honest thought to what we are all doing—what we can do—to more realistically solve more of the problems facing the Black community.

If we get letters because of it—even those that disagree with what we say—we must be doing something right.

At least, someone out there is reading and thinking.

Joe Black

Vice President
The Greyhound Corporation

Atlanta Mayor Speaks At Black Business Confab

One of the largest and most representative gatherings of Black business, community and professional people ever assembled attended the 74th Annual National Business League Convention held in Atlanta, Ga.

Atlanta Mayor, Maynard H. Jackson delivered the keynote address at the convention which started Oct. 23 and ended Saturday.

"The Power of Unity" was the theme of the gathering which aimed at bringing together an international contingent of representatives of labor, government, education, mass communications, health, law and private sectors.

Dr. Berkeley G. Burrell, president of the National Business League (NBL) said: "We meet at a time when the world is facing its most severe financial crisis in modern times; inflation, potential disaster for social programs and all the other elements which converge to compound the crisis of the seventies.

"As never before we are acutely aware of the need for the voice of the excluded to be included in the critical decisions and recommended solutions affecting Black survival."

Dr. Burrell urged his colleagues to come together with one purpose in mind -- that of achieveing unity -- and warned:

"If we do not come out of this 74th Convention with a sound assessment of the pervading issues and a unified front of committed allies, who are prepared to fight for the continued survival of the Black community and its economic resources -- we join the institutional forces in striking the death blow to thepotential economic survival of our people."

It was not an accident that Atlanta was chosen as the convention city, said Burrell.

"It is a fitting tribute to Maynard Jackson and the role Atlanta has played in forging new avenues for Black Americans into this country's free enterprise system."

The convention included a student preconvention on Oct. 22 and 23.

The purpose of the student convention was to increase the participation of students in the constituents of NBL.

The students' discussions included communications strategies, career goals, methods of progressing to mid and top-level management positions and the social, economical and political climate.

James Roosevelt, son of the late President of the United States Franklin Delano Roosevelt, addressed the convention on Friday.

The main convention dealt with the roles Black people can play in making government more responsive to their needs and the total involvement of the trade association as the prime vehicles in the development and operations of programs aimed at aiding existing Black businesses.

The convention also dealth with subject such as the business of political action, financial institutions in community development, African-Arribbean business opportunities, Black strategies for marketing, the energy crunch, and manager development versus technical assistance.

New Fund-Rasing Methods...

(Continued From Page B-7)

for wise allocation and prudent use of existing support for the arts.

"It is doubtful wisdom to scatter limited funds broadside so that a little goes everywhere and not enough anywhere," he said. "Since we will always have to make choices, let the historically important organizations and the most promising new innovative enterprises have first claim on available resources. It would seem better to help these grow and serve wider audiences than to maintain them just above the poverty level.

"Arts organizations, in turn, have a responsibility to operate in a businesslike fashion. The word 'businesslike' may grate on many ears, but arts organizations are no more immune to problems of management than a commercial enterprise or a government agency."

Ultimately, Sarnoff said, government aid must rise to a level reflecting the importance of the arts to America.

"Federal funding," he said, "is projected at $67 million in the current fiscal year. This is less than the projected cost of a single B-1 bomber. All state governments together do not match even the small federal allocation. Does anyone seriously believe this represents adequate government assistance in a nation of more than 200 million people, with a gross national product of more than a trillion dollars, and a federal budget of more than $300 billion?"

After outlining his three suggestions for possible fresh approaches to fund-raising for the arts, Sarnoff said:

"However we come to grips with this very difficult and complex situation, let us resolve to maintain the arts in America above the subsistence level. It is well enough to speak of art for art's sake -- but in the real world, no enterprise can respond indefinitely to a growing demand when it cannot even cover its current costs. We have no right to expect a free ride at the expense of those who satisfy our yearnings for the best in music, drama, dance, or the visual arts."

POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT

john t.
Kehoe
FOR STATE TREASURER

The politics of Watergate and the past must give way to the new politics of the people. For too long we have been promised by those in power a change and it has never come As your State Treasurer, I pledge to use the full force and prestige of the office to work for a new era in governmental relations with the people.

The office is non-partisan and administrative in nature and must be performed by a capable administrator. I believe we must turn our attention to the pocketbook issues that affect each and every family in our state. My past work as Director of the Department of Consumer Affairs proved to me that much can be accomplished when government works for the people, and not the other way around.

This is what I want to accomplish as your State Treasurer. With your help we can together make a new day for California politics. Remember John Kehoe on November 5th.

John T. Kehoe

Shown above (left to right), Elizabeth Higgins, wife of Chairman; The Candidate, John Kehoe; Carrie Gordon, Womans Chairperson; The Rev. S.L. Higgins, Northern Regional Urban Affairs Chairman and member, State Campaign Committee.

6th District Committee Members

SAM HIGGINS - Northern Regional Urban Co-ordinator
CARRIE GORDON - Chairperson Woman's Auxiliary
WARREN LOTT - Contractor
THELMA COLLINS - Civic and Religious Leader
JAMES DORSEY - Businessman
JAMES DODD - Architect, A.I.A.
CECIL YORK - Minister and Realtor
VINCENT THOMPSON - Minister and Religious Editor
MEL BRADLEY, Governor's Office
MARTY DINKINS - Governor's Office
MIKE WIGGINS - Manpower Specialist
SAM CULLERS - Urban Planner

Paid for by 6th District Committee To ELECT JOHN KEHOE

Men Also Can Have Breast Cancer

In the shadow of the spotlight on breast cancer -- because of the operation on Betty Ford, wife of the President -- stands another spectre: Breast cancer in men.

But it doesn't happen very often, accounting for less than one per cent of all cancers.

In contrast, breast cancer is the most prevalent cancer among women.

Because of its infrequency in men, not as much research has been done, and this may be unfortunate.

"The prognosis of male breast cancer is more ominous than female breast cancer," according to Dr. Philip Rubin of the division of radiotherapy and radioisotopes, University of Rochester Medical Center.

He said male breast cancer is more difficult to detect because it doesn't show up as readily as a lump does in a woman. It is often viewed as benign until it begins to show on the skin or discharge occurs.

While it may occur less frequently, survival curves of men and women with breast cancer are "remarkable similar," according to statistical research by Dr. William L. Donegan and Dr. Carlos M. Peres-Mesa at Ellis Fischel State Cancer Hos-

(Continued on Page C-7)

GET TOGETHER

Sacramento Fire Department Chief Raymond Charles, rear, second from right, and wife, Ida, second from left, hosted a small get-together of fellow fire fighters and their wives last week following their return from the National Black Fire Fighters Convention held in Atlanta, Georgia. The couples are: Mr. and Mrs. Samuel Golden and Mr. and Mrs. Kenneth Hernandez of Oakland. Following the convention, the Charles' spent a week in Jamaica and returned home to Sacramento, via Mexico City.

The Sacramento Observer

SECTION C

SOCIAL WHIRL

OCTOBER 24 - 30, 1974 THE OBSERVER PAGE C-1

ONE OUT OF ELEVEN

Anne Adams, Scholarship Finalist

Anne Marie Adams, the daughter of Dr. and Mrs. Carlton Adams, is one of 11 semi-finalisits in the 11th National Achievement Scholarship Program for Outstanding Negro Students.

Each year, the scholarship program awards four - year scholarships to outstanding Black students throughout the United States.

Miss Adams is a senior at Mercy High School in Carmichael.

She plans to study medicine after she completes high school. Her favorite subjects are math and science.

Recently she was named outstanding student of the month at her school and was honored during a luncheon at the Carmicheal Elks Lodge.

A 13-year resident of Sacramento, Miss Adams is very active in volunteer community services.

ANNE ADAMS

'Gray Power'

Black power helped Black people: Brown power is making things better for Chicanos and those over 50, are going to try to make things happen for them by using "gray power."

Consumnes River College is sponsoring a free six-week course to inform older citizens of their rights and benefits.

The classes will be held at the Sacramento Manor, 7300 24th St. Bypass, and will start on Oct. 23 at 1:30 p.m.

The course will deal with older adults, advocacy for seniors, health services and the senior consumer.

Trained and informed persons will be on hand to answer any questions senior citizens might have.

INSIDE THE WHIRL

Cosmetology Group Confab

About 350 delegates gathered at the Sacramento Inn for their 12th annual convention...C-3

TV Racism

Despite demands from responsible individuals to put an end to racism and sexism on television , but it still goes on...C-4

New Divorce Law

Until a few years ago the typical divorce action in California, often was a bitter battle between husband and wife...C-7

Fashionable Facts

By JENEE HUITT

Observer Fashion Editor

Going Over Big

THE SKIRT:

It has everything going for it . . . everything working with it. Most important the woman on the go, is ready for a change that is more than color of fabric. It is a change of image to a more feminine one that only the difference between a skirt and pants can make.

We will continue wearing pants, but we will wear skirts in addition, because they are easy to accessorize and easy to move in, sit without fear of bending, stooping, and getting in and out of cars. There are many styles to select from . . . wrapped, pleated, gored, flared even to a full circle, and the dirndl. The lengths are anywhere from barely covering the knee to mid-calf.

WHAT TO WEAR WITH THE SKIRT . . . Practical and pretty accessories -- those essential items that make or break any look. Shoes, hats, bags, scarves, jewelry, hose and . . . real jewelry, lots of sterling silver and real gold or deco flaver and stones. Lots of stones.

THE BIG BOOT:

To go with the longer length skirt will complete that total look this fall.

Next week we'll feature shoes.

THE DENIM IDEA

Durable, comfortable, and economical, no wonder denim is mother's first love when it comes to fabrics for her youngsters. The washable, indigo dyed cotton denim shown here is from Cone Mills, and is styled by Lil Wrangler in a straight-legged jean with quarter top pockets.

MONTGOMERY WARD GREAT VALUE

$195 off Mamiya/Sekor 4-pc. camera outfit. Quality plus creativity.

4-piece 1000DTL camera outfit: f/1.4 lens for low light photography

$299

494.95 COMBINATION LIST PRICE

Now you can create that professional touch. 35mm 1000 DTL camera has 55mm f/1.4, 135mm f/2.8 lenses and 3x teleconverter for low-light, close-up, portrait, long-and-medium shot exposure.

CASE INCLUDED

SAVE $156.

MAMIYA/SEKOR® CAMERA OUTFIT

Includes 500 DTL camera. 135mm lens, 3x teleconverter. $259

COMBINATION LIST PRICE 414.45

CASE INCLUDED

Great value.

MAMIYA/SEKOR® CAMERA OUTFIT

TL camera with 48mm f/2.8 lens; Tele/wide-angle, close-up lenses. $139

REG. $159

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Cosmetology Group Holds Annual Confab

About 350 delegates to the California Cosmetology Legislative and Education Committee (CCLEC) gathered at the Sacramento Inn for their 12th annual convention and Cotillion.

The three day conference included a visit and speech by Democratic gubernatorial candidate Edmund G. Brown, Jr.

The CCLEC war formed in 1961 to combat several bills introduced by the California legislature detrimental to the Black cosmetologist community of the state.

Legislative advocate Spencer Wiley of Los Angeles said the CCLEC was a nonpartisan organization and could not endorse the candidacy of Brown.

However, Wiley said that it was generally agreed that a majority of convention delegates would independently support the democratic contender.

The convention's agenda included a student cosmetologist contest and a contest designed for professional operators.

The CCLEC delegates resolved over the next year to continue to uphold the principles of the organization, cooperation with all organizations, improve public relations and work closely with young people.

Renee Walker representing the CCLEC San Jose unit, was crowned 1974 Queen. She is pictured being congradulated by CCLEC statewide president, Mrs. Lucretta Van Zandt.

Sacramento Unit President Juanita King delivers the opening address to the convention's generally assembly.

CCLEC Cotillion debutantes pose for pictures prior to their announcement by Dr. Eugene Spencer of Sacramento. The debs represented various state units. Shown are from, left to right, Cynthia Sharrette, Oakland; Sheral Marie Gates, Sacramento, Atlhea Mitchell, Los Angeles ; Sheila Jackson, San Diego; 1973 CCLEC Queen, Fleeta Hill and Renee Walker, San Jose.

Three unit presidents chat and relax among members and guest. Shown are from left, Evelyn Abram, Secretary and Area President of Oakland; Juanita King, Sacramento unit President and CCLEC Statewide President Lucretta Van Zandt.

CCLEC officers enjoy dinner and dancing at the Cotillion. Shown are from left, Helen C. Smith, Adviser and Legislative Chairperson; Spencer Wiley, Legislative advocate and Hazel Williams Senior Advisor.

Black Feminists Oppose Television Racism

Despite numerous demands from responsible individuals to put an end to racism and sexism in television programming, these two factors are still very much a part of the way in which Black people and women are are portrayed by the television industry.

The National Black Feminst Organization now adds its voice to the protest and demands that immediate and on-going action be taken to improve the quality of television programing, particularly as it reflects the lives of Black people.

The grounds's specific complaints against the television industry are as follows:

(1) Black shows are slanted toward the ridiculous with no redeeming counter-images.

(2) Third World peoples are consistently cast in extremes.

(3) When Blacks are cast as professional people, the character they portray generally lack professionalism and give the impression that Black people are incapable and infer in such positions.

(4) When older persons are featured, Black people are usually cast as shiftless derelicts or nonproductive individuals.

(5) Few Black women in TV programs are cast as professionals, para-professionals, or even working people.

(6) Black children, by and large, have no worthy role models on television.

These complaints suggest that television programming is demeaning to Black people of any age and both sexes.

In some cases, characters on current shows can be developed to the point where they are credible and responsible persons.

One show, however, is beyond any redemption and the only appropriate action, in view of the damage it has done in terms of perpetuating racist and sexist stereotypes, is to discontinue it. This show is the ABC series, "That's My Mama."

The characters of this show have no significance to the reality of what Blacks in America encounter.

"We do not say that Black people cannot be portrayed in comedic roles on television. What we do say is that this must be done in such a way that our efforts to maintain dignity and a sense of community and pride are not underminded," said the group in its statement.

"The first three, episodes of "That's My Mama were blatant examples of sex exploitation," the group continued. "The intimate lives of Blacks were misrepresented and distorted in the most tasteless and derogatory manner.

"Black women were portrayed as foolish, devious, gullible, scheming, untrustworthy, manipulative incompetents. The men in these episodes, through their crude and condescending remarks, displayed and promoted and unhealthy disrespect for Black women."

"Junior is a directionless character who sterotypes young Black men of that age and encourages the image of pimp, pusher, stud and other derelicts who flood the streets and jails of our communities.

"Tracy is not portrayed as an individual but as an appendage to her mother and husband.

"Clifton demonstrates oppressive chauvinism toward men. Like the other men on show, he lacks any strength of character and relies on the unfavorable portrayal of women to build and defend his own inadequate character.

"The mother suggest the image of an interfering matriarch who continues to live her life through those of her children, and has no role in life other than the woman's work of cooking, cleaning and being a good servant.

"Because "That's My Mama" actively degrades Black women and suggests the most negative images of all Black people, we urge the sponsors and producers of the series to take it off the air. It is an inappropriate portrayal of Black people which hinders our progress toward social responsibility," the NBFO added.

"These comments and the references to the television industry as a whole are not to suggest that Black actresses and actors should now find themselves without work.

In fact, if that were to happen, it would serve to confirm the racism which exists in the television industry because it would indicate that producers and writers are unable to envision Black people in roles that are not sterotypic and demeaning.

"We challenge producers and writers to use their vast creativity in ways which project positive, strong image of Black people. Why must all the worthy settings, character portrayals and challenges be geared toward white performances and shows.

However, before this can come about, the television industry must make a commitment to strive for excellence and quality in Black productions with the same determination and pride as is given to non-Black shows and performers.

JCPenney

$6

Untrimmed felt in 3 styles of brims. Repple brim, cloche, swinter crease. Black, brown, Navy, Hunter, Wine, Beige, Camel and Red.

Head into high fashion.

JC Penney hats for women

$9

Better felt hat, range of felt with ribbon, feathers, etc. Black, Brown, Navy, Red, Grey, Camel, Hunter, Wine and Beige.

Sunrise Mall 726-8811 — Fiorin Center 422-6200 — Country Club Plaza 481-8600 — Downtown

Open Sundays 12 to 5 p.m. Mon. thru Fri. 10 a.m., to 9 p.m. Sat. 10 a.m., to 6 p.m.

Mon., Thurs., & Fri. 10 a.m., to 9 p.m. Saturday 10 a.m., to 6 p.m. Sunday 12 to 5 p.m.

Ad Club Holds Awards Banquet

Many of the personalities responsible for the local information you read, hear and see via print and electronic media, were represented at the Sacramento Ad Club's Award Banquet Program held last Friday. This year, over 500 entries of outstanding commercials, promotions and advertisements, were judged in 15 categories. Shown at center is the Rev. Vincent Thompson, Religious Editor of THE OBSERVER. Rev. Thompson represented OBSERVER Publisher, William H. Lee, and presented one of the awards on the evening's program.

THE OBSERVER Fashion Editor, Jenee Huitt and husband, look on with interest as winners of the judging are named. The outstanding "Ad Person of the Year" Award, was given to Tom Criag of the Ad Agency of Dannenfelser, Runyon and Craig, Inc.

Mrs. Vincent Thompson enjoys the awards dinner and the various demonstrations of commercials presented by the finalists. Mrs. Thompson is the wife of the OBSERVER's Religious Editor.

How To Do It All And Look Better!

Today's Black woman is on the go - work, PTA meetings, housekeeping, and a variety of activities. Getting it all done is a big problem, often leaving her with little time for herself.

Wigs have helped solve the problem! This great beauty short cut slips on faster than a woman can comb her own hair. Once in place, the fiber wig always stays set whether in curly or straight styles.

Venicelon wigs never friz, even in the train or in the steamy kitchen. The reason for all of this is that the vinyon stereoregular wig fiber is developed by a special laboratory in Italy devoted to women's wishes.

New styles by Maurice Tidy include modified Afros. They still have the "natural" look, but some are closer to the head. Others have softer curls in the front and run narrow at the sides.

On size fits all, so when thinking of gifts or a personal beauty bonus, many women are glad that Venicelon wigs, available at selected beauty salons and department stores, are especially designed for today's Black women.

Mr. B's Formal Wear For Men
RENTAL and SALES
Featuring the Latest Formal Wear by 'After Six'
PERSONALIZED SERVICE
FOR THE RIGHT OCCASION
BATTISTE FORMAL WEAR
Single-Breasted King George Formal Coat

Three button, single-breasted formal coat; self faced peak lapel with velvet trim and velvet collar; satin piped lower pockets with in and out flaps, long center cent.
Fiber contents 55% dacron polyester/45% wool worsted.

1 BOTTLE OF FREE CHAMPAGNE to the Groom with order of formal wear for Bridal Party

5025 Stockton Blvd.
Across from K-Mart
OPEN: Monday 9 a.m. to 8:30 p.m.
Tuesday thru Saturday 9 a.m. to 6:30 p.m.
Sundays by Appointment Only
452-4133 or 452-0221

Bruce Bary is a Fall Guy

COME IN AND GET ACQUAINTED WITH THE FALL GUY... SUITS AND SPORT COATS WITHIN THE BRUCE BARY COLLECTION AT ALL COLLEGE HI SHOPS IN SACRAMENTO, MARYSVILLE AND MODESTO.

BRUCE BARY

Pants Unlimited at College-hi shop

IN SACRAMENTO:
DOWNTOWN PLAZA
COUNTRY CLUB PLAZA
CRESTVIEW
FLORIN CENTER
SOUTHGATE
SUNRISE MALL
IN MARYSVILLE:
ON THE LINDA MALL
IN MODESTO:
MERVYN'S McHENRY MALL

'Ethnic Culture: American Style,' Lecture Series

Is there an 'American'' culture? Has the concept of the ''melting pot'' succeeded? What accounts for the growing interest in ethnicity today?

A lecture series, ''Ethnic Culture: American Style,'' sponsored by the University of California Davis Extension, explores the characteristics, growth and interaction of Sacramento's major ethnic communities from a social, historical, cultural and political viewpoint. Emphasis is on development of an appreciation of ethnic traditions and the value of a pluralistic society.

Course coordinator is Fred Stewart, M.A., director, Staff Training Services, Sacramento City Unified School District.

The program:

November 1: The rise and fall of the American ''melting pot'' -- from pure to mixed cultures, early settlers and ethnic immigration -- William Pickens, doctoral candidate, history, UC Davis.

November 2: Black culture: ethnic, religious and social conflict within the Black community, discrimination, integration, separatism, Black survival -- Oliver Sims, Olive Sims Associates, Sacramento; The Japanese in Sacramento: migration patterns, history -- Rev. Takarabi, city councilman, Sacramento; Cultural influences, demonstrations -- Molly Kimura, Sacramento.

November 8: Ethnic American: 1974 and beyond, the new ethnicity as a cultural force, trends in the next decade -- William Pickens.

November 9: Chinese immigration: American - born Chinese and post - 1965 newcomers, changing patterns in family life, attitudes toward mainland China; old Chinatown as an insultor and protector -- Paul Yee. The Chicano in Sacramento: transition from rural to urban cultures; language problems and bilingual education; attachment to Mexico -- Armando Ayala, Ethnic Studies Department, California State University, Sacramento.

November 15: Looking ahead: teaching the ethnic classroom -- William Pickens.

November 16: The Filipino community: history and culture of the Filipino, changing lifestyles -- Cecie Fontanoza. The Portuguese community: history and culture of the Portuguese; modern day problems -- Lionel Holmes, California Cabrillo Club, Sacramento.

The class meets in Room 9, C. K. McClatchy Senior High School, 3066 Freeport Blvd., Friday, 7-10 p.m., Saturday, 9 a.m. - 5 p.m., November 1-2, 8-9, 15-16. Three quarter units Extension credit is available.

For further information or enrollment, contact University Extension, 445 Chemistry, University of California, Davis, 85616, or phone (916) 752-0880. Sacramento residents may dial toll-free by asking the operator for Enterprise 1-7528.

Deadline Near For Scholarship Program

Time is running out for high school seniors to seek financial help for their college education.

October 31 is the deadline to apply for a four-year $4,000 college scholarship under Pacific Gas and Electric Company's James B. Black award program.

Seventeen outstanding seniors each will be awarded $1,000 a year for four years while attending an accredited college or university in the United States.

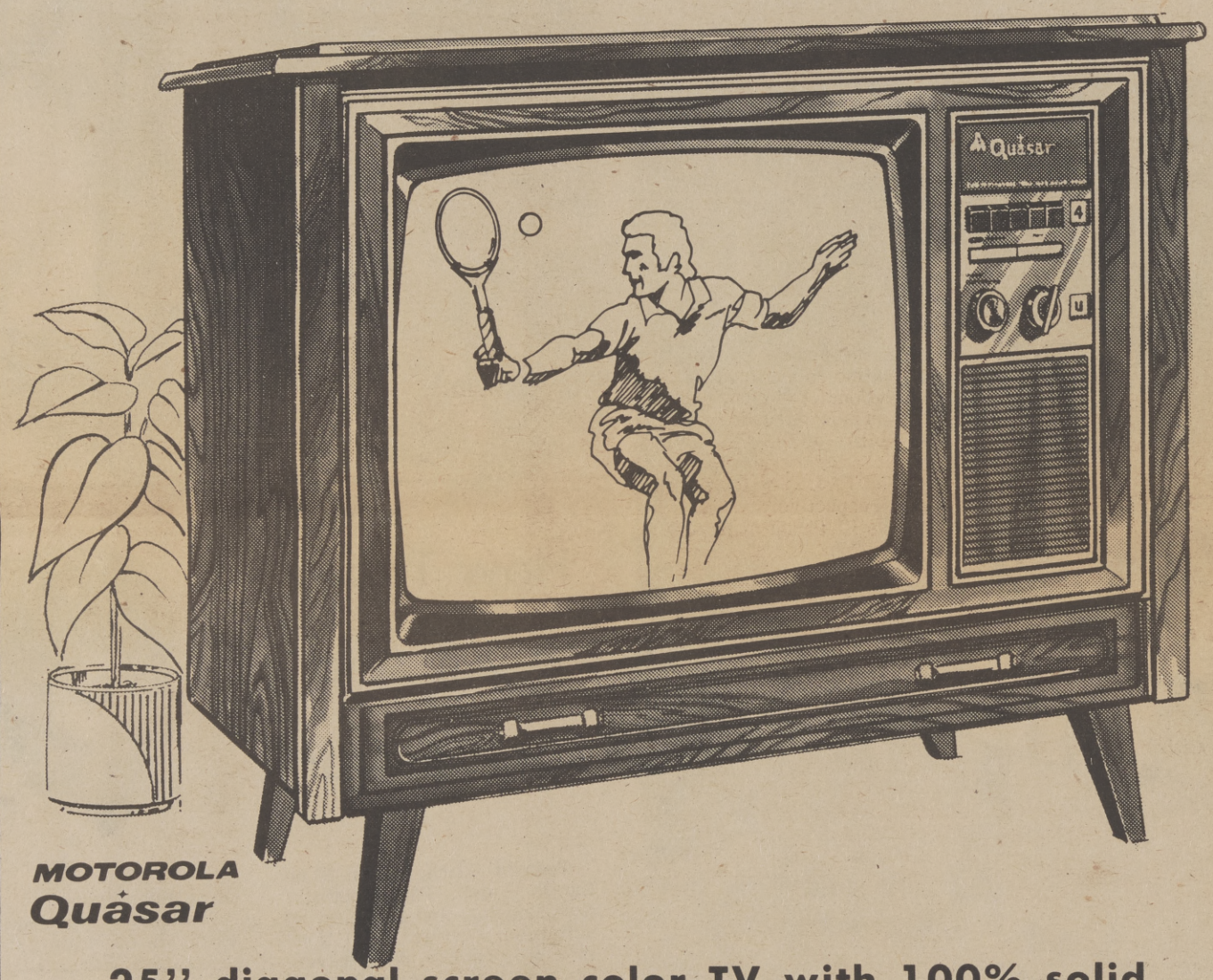
In addition, 34 runners-up each will be presented with a one-time $500 scholarship.

All high school seniors in PG&E's Northern and Central California service areas are eligible to apply, according to Dr. David B. Stewart, the company's director of educational activities.

Thirteen of the scholarships are awarded on a geographical basis; two more are allocated to children of PG&E employees and two others are special recognition scholarships given to students who have made **significant achievements** despite **economic, environmental** or **motivational disadvantages.**

While They Last!

Special purchase of Motorola Quasar color consoles!



25'' diagonal screen color TV with 100% solid state chassis eliminates tubes for longer service!

Special 499.95

Available with automatic remote control, just.....549.95

Breuners brings you a very special buy on Motorola's famous Quasar color TV! Solid state components replace all vacuum tubes, the most common wear-out factor in conventional tube chassis. Service is fast and easy with the 'works in a drawer' circuit modules. ''Insta-Matic'' color tuning and a matrix bright picture tube gives you true, bright color that adjusts to room light. Pushbutton pre-set UHF tuning, solid state VHF and AFT are housed in a walnut finished contemporary cabinet. Lots more features, too! Hurry in to Breuners today!

Breuners

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Madison Avenue at Interstate 80 • Phone 331-9933

SACRAMENTO WAYSIDE SOUTH
Mack Road at Interstate 99 • Phone 444-8051

STORE HOURS: Monday thru Friday 9:30 a.m. until 9 p.m.; Saturday 9:30 a.m. to 5:30 p.m.; Sunday Noon to 5

New Law Makes Divorce Action Almost 'Civilized'

Until a few years ago, the typical divorce action in California, often was a bitter battle between the husband and wife as each tried to prove to the court that the other caused the marriage to fail.

Perjury, blackmail and actual courtroom fights were not common as divorcing parties tried to sway the court to rule in their favor in cases of alimony, child support and community property.

These scenes often included the testimony of persons who supposedly witnessed the adulterous acts, mental suffering of the grieving party and the deterioration of the marriage vows.

But with the passing of a new law in 1970, which changed the ending of a marriage from a divorce to a "dissolution of marriage," things have been quite different and divorce has become almost civilized.

The concept of guilt has been removed; there is no courtroom testimony on specific acts of misconduct and property is divided equally between the two parties.

Persons wishing to end a marriage today, simply file a petition attesting to irreconcilable differences between them and then go before a judge.

The procedure can take as little time as six months. Considerations of alimony and child support are made dependent on the ability of the wife or husband to support his or herself and the best thing for the children, respectively.

But still, though many persons hail the new law as a progressive move, others say the law leaves too much up to the discretion of the judge.

These people feel the judge now has the right to force people to stay married even after they have decided the union is dead.

One such person, Herman Hill Kay, a professor of law at the University of California at Berkeley, expresses fear that if the California Legislation is widely adopted, some conservative judges may deny divorces on the grounds there are no differences that are irreconcilable.

Others feel the law does not go far enough. This group contends a couple should not have to prove anything to a judge; only show their desire to end the marriage.

But it appears the most important shortcoming of the law is the possibility that one of the parties might still bring up charges of misconduct during custody hearings.

For example: if a woman has engaged in adulterous activities and there are children, the husband might use this as a way of forcing her to accept a lesser amount of child support than what she needs or is entitled to.

There still are people who feel divorce is unequivocally wrong -- they have a right to that belief.

But for people who feel divorce is the only answer to an unbearable situation, Robert Treuhaft, an Oakland attorney, is working to make it even easier to end a marriage - without the added cost of an attorney.

Treuhaft is preparing a do-it - yourself divorce manual which he said, mature people can use to end their own marriage after talking things over and reaching agreements on important questions, like who should have custody of the children and the help needed from the other party to maintain those children.

'College And University Day'

Representatives of at least 24 institutions of higher learning from throughout the state will be at American River College on Oct. 30 for the school's second annual "College and University Day."

It will be held from 9 a.m., to 2 p.m., in the ARC Student Union. There will be representatives of the state university and college universities and college systems, plus people from individual public and private schools.

Sacramento area high school counselors will also attend the one-day session.

'Fashion Flick's Fantasy'

The Sacramento Chapter of the American Association of Medical Assistants will hold their annual membership fashion show on November 2, 1974. The theme is "Fashion Flick's Fantasy," with fashions by California apparel.

The chairman, Shirley Ranney has chosen the following members as models: Marge Shearer, Chris Whitmore, Ella Stark, Patricia G. Smith, Bobbie Secor, Susan Vesci, Carmen Hughes, and Audrey Ballew.

The event will take place at the Senator Hotel at 7:00 p.m. for the fashion show and dinner with the proceeds going for the Mercy Cardiac Unit.

Tickets may be obtained by contacting Lorraine Wagner, reservations chairman, 383-4345.

Senior Citizens Days Set

Senior Citizens Days have been set for October and November at the San Diego Zoo, Sea World, Busch Gardens, San Diego Harbor Cruise, Marineland of the Pacific, and Knott's Berry Farm sponsored by Senior Citizens Clubs of California.

For your discount coupon for each of these events, write to: Senior Citizens Clubs, State Capitol Office, 2530 J Street, Suite 302, Sacramento, California, 95816.

Please send two 10 cent stamps.

Breast Cancer...

(Continued from Page C-1)

pital in Columbia, Mo.

They also said the men tended to have advanced cancer more than women because it is discovered later. The men, they added, were about 10 years older than women when their cancers were diagnosed.

After studying and evaluating the cases of 27 men and 2,387 women with breast cancer (who were at the hospital over a period of 30 years) the two doctors concluded:

"In general, relatively poor survivals for men appear largely due to the advanced age of most (male) patients and to a disproportionate number of advanced cases."

However, when age was corrected for the study, the researchers said that "men appeared to be no less curable than women when treated in similar clinical stages of the disease."

POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT

John Dunlap
working for YOU
on TAX REFORM

"The working men and women of California know they are paying more than their fair share of the common tax burden. We need tax reform now."

A leader for major tax reform, John Dunlap fought hard for the home-owners tax exemption, renters and senior citizens property tax relief. He knows we've only scratched the surface. His ACA 13 would eliminate special tax privileges for corporate interests.

ELECT
John Dunlap
for State Senator
Democrat 4th District

Pd. Pol. Ad. - Dunlap for Senate Committee, Clarence Brown.

PRE·HOLIDAY SALE

elegant, turned wood base lamps

TRADITIONAL URN TURNINGS
In honey pine finish with aged metal parts. Shade is nubby silk fabric on styrene with dark brown trim. Three-way lighting. 37" tall. 42.99

OLD WORLD DOUBLE RING TURNING
Metal parts have Old English brass finish. Shade is beige cupioni on parchment with gold trim. Three-way socket. Height, 41". 34.99

OLD WORLD BALL
Old World Ball turning -- Metal parts have Old English brass finish. Shade is dark natural linen on parchment with black velvet trim. Height, 36". 34.99

BELAYING PIN TABLE LAMP
Reproduction of old ships belaying pins in old world finish. (Pins used on ships board for securing gear). Shade in natural burlap on parchment; brown velevt trim. 37" tall. 42.99

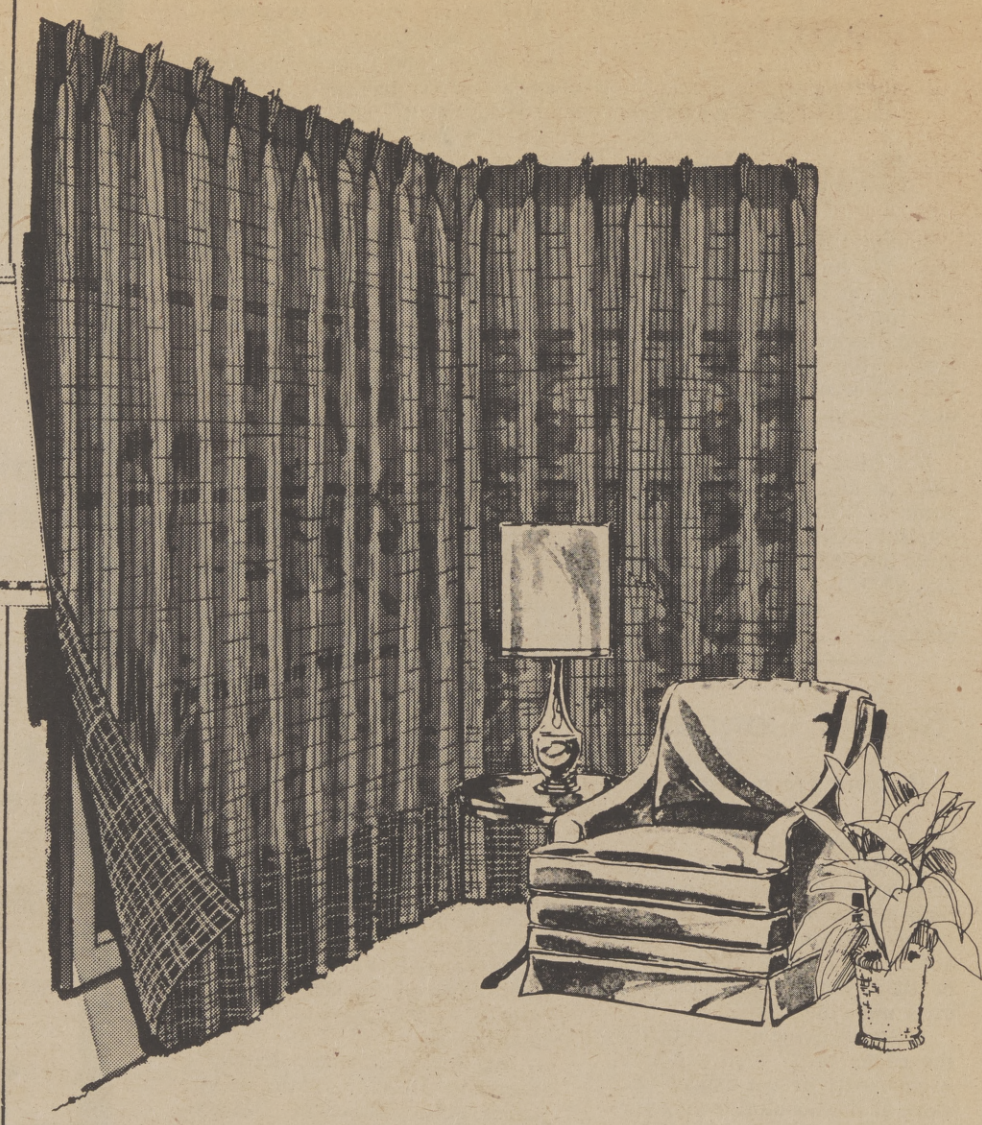
34.99 & 42.99

save on skytop malmo-weave draperies

OPEN CASEMENT. NO-IRON. MACHINE WASHABLE. MALMO-WEAVE DRAPERIES Dimensionally stable to prevent sagging. For family rooms, across sliding doors or adding a bit of the outdoors to the living room. Choice of netural, willow, olive, lime, rust or celery.

SIZE	REG.	SALE	SIZE	REG.	SALE
48x58"	$15.00	$11.99	96x84"	$41.00	$35.99
72x58"	$27.00	$22.99	120x84"	$53.50	$45.49
96x58"	$34.50	$29.99	144x84"	$62.00	$54.99
120x58"	$45.00	$39.99	82x84" Patio	$45.00	$37.99
48x84"	$18.50	$14.49	106x84" Patio	$57.00	$49.99
72x84"	$32.00	$25.99			

DRAPERIES, 10



LAMPS & PICTURES, 71

12TH & K OPEN WEEKNIGHTS AND SUNDAYS . . . Shop Mon. thru Fri. 12th & K 9:30 a.m. 'til 9:00 p.m., 9th & K 9:30 a.m., 'til 6 p.m.; Suburban Stores 9:30 a.m., 'til 9:30 p.m; Saturday all stores 9:30 a.m., 'til 6 p.m.; Sunday 12th & K and Suburban Stores noon 'til 5 p.m. (9th & K closed) . . . Dial 444-8888 (Sunrise area, 726-8888,
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The Sacramento Observer
ENTERTAINMENT GUIDE
Oct. 24 thru Oct. 30

the happenings

RECORD AND MOVIE REVIEWS · BLACKS ON TV · LIVELY ARTS

JAZZ IN REVIEW

BY MICHAEL Y. CORBETT

Although contemporary Black Classical Musicians (jazz artists) utilize a vast number of instruments, for inexplicable reasons the piano, trumpet, tenor and soprano saxophones remain the principal instruments used by group leaders. These four instruments have a tradition of omnipresence in Black Music and there appear to be no developments on the horizon that will significantly alter the existing practice.

Unfortunately, with the concentration on so few instruments, many excellent artists, especially the younger musicians, are not given due recognition. After all, the music-minded public is more apt to be aware of the more established musicians who play a particular instrument. Yet, gaining visability and acclaim are not an impossibility if one's talents are exceptional and the right breaks come along. One young musician to accomplish the feat is pianist-composer Lonnie Liston Smith.

Lonnie has launched himself into popularity having attained a most respectable following. His fans are sure to proliferate if Smith continues to create as he has to date, and once people cease to confuse him with organist Lonnie Smith. As the latter has not been heard from for a few years, perhaps the instances of mistaken identity will diminish as a result of increasing numbers of persons who are unfamiliar with Lonnie Smith the organist.

Lonnie Liston Smith (with his group, the Cosmic Echoes), has just released his second album as a leader. The LP is entitled "Cosmic Funk" (Flying Dutchman Records) and it provides the listener with ample evidence of Smith's evergrowing talents as a pianist and a composer. "Cosmic Funk" is a dynamic album and this writer likes it better than Smith's first release -- "Astral ing Dutchman.

That Smith would attain renown was never in serious doubt, for he has worked with an enviable list of artists, a list that goes a long way toward indicating the esteem in which he is held by top-flight musicians.

The young Mr. Smith hails from Richmond, Virginia, and got his first major break in 1968 when he joined Pharoah Sanders and Leon Thomas, an association that lasted for three years. He played with Gato Barbieri during 1971-72, and with Miles Davis, in 1973, the same year he began to form the Cosmic Echoes. If further references are required, and this writer cannot contemplate such a demand, Smith has also done stints with Max Roach, Dakota Staton and Rahsaan Roland Kirk.

As for "Cosmic Funk," Smith evinces a polished mastery of the piano; and his choices of personnel, respecting the composition of the Cosmic Echoes, provide for a totally cohesive unit. Actually, the musicians comprising the group on "Cosmic Funk," are not the same individuals who worked on the "Astral Traveling" album, but the changes have created no discernible negative manifestations.

The current group includes, in addition to Lonnie, Donald Smith (Lonnie's brother), on flute, piano and vocals; George Barron on soprano sax, flute and percussion; Al Anderson on electric bass; Lawrence Killian on congas and percussion; Art Gore on drums and Doug Hammond, Andrew Cyrille and Ron Bridgewater on percussion.

Should the group continue to record together, they are certain to effect additional recognition within the art. Such a development would be most appropriate. Equally appropriate is their collective appellation, for their presence is sure to be echoed throughout that expansive realm known affectionately as Black Music.

BUDDY MILES

'We Got Love' With Buddy Miles

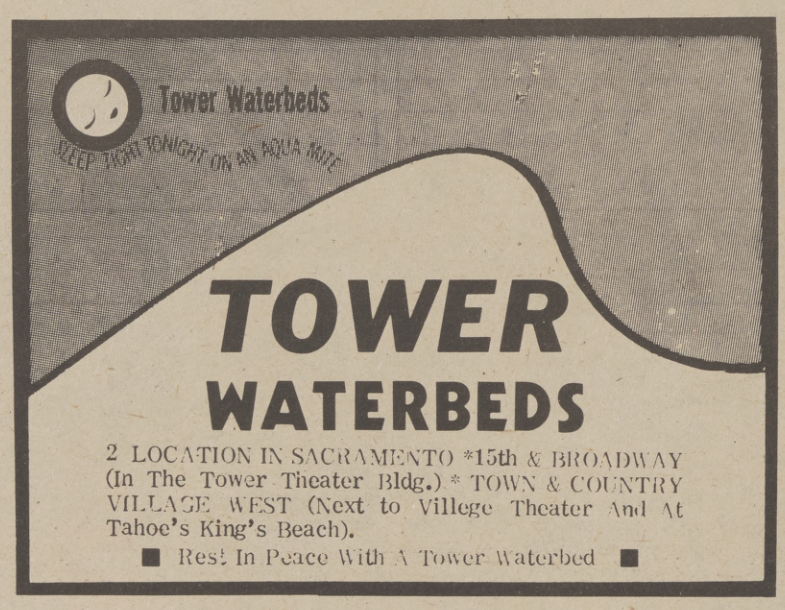
Columbia Records has announced the release of "We Got Love," recording artist Buddy Miles' latest single for the label. The release is featured in his forthcoming LP entitled "All New Faces."

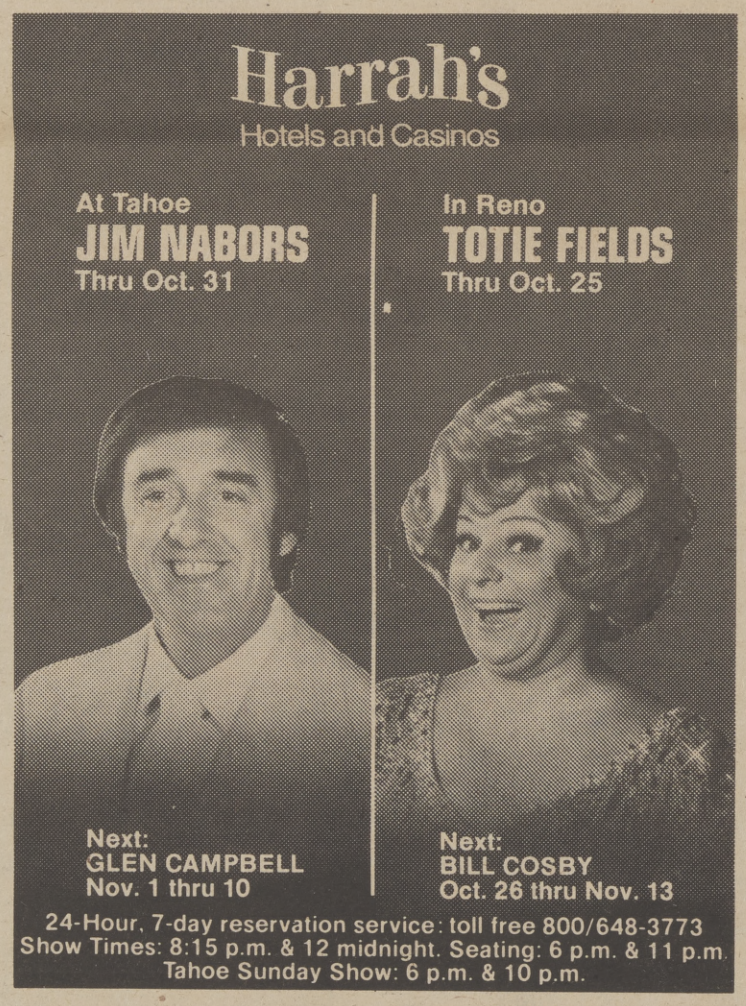
The album exhibits new signs of musical maturity in the esteemed drummer and vocalist. "All New Faces" is the product of Miles' first collaboration and producer Johnny Bristol, and one cannot help but notice the influence.

Miles began his distinguished music career at age thirteen when he began drumming for artists like The Ink Spots, Wilson Pickett, and The Dick Clark Review. He was then able to bring the musical knowledge of a veteran to The Electric Flag several years later, at which time he first displayed his fine vocal talents.

Buddy's departure from Electric Flag led to his eventual establishment of a solid individual identity on the music scene.

An extensive concert tour is currently being planned in conjunction with the release of "All New Faces."





The Sacramento Observer ENTERTAINMENT the GUIDE happenings

WILLIAM H. LEE Publisher
RODERICK J. LEE, Entertainment Editor

THE HAPPENINGS is the entertainment guide of THE SACRAMENTO OBSERVER
Published weekly on Thursday by LEE PUBLISHING COMPANY, INC.
Editorial and Advertising offices are located at 3540 4th Avenue
Sacramento, California 95817 (916) 452-4781

'COTTON CLUB 175'

Joe Adams, an on-camera and on-the-air celebrity in his own right, here addresses the studio celebrity audience during the taping of "Cotton Club 175," a Black revue, to be colorcast on NBC-TV Saturday, Nov. 23, 11:30 p.m.,-1 a.m. PT. Adams served as executive in charge of production. The show represents an eight-year-old dream of his come true.

Entertainer Billy Daniels, left, here turns the mike over to Mayor Tom Bradley of Los Angeles, Calif., during the taping of "Cotton Club '75," a 90-minute Black revue featuring numerous stars, to be colorcast on NBC-TV Saturday Nov. 23, 11:30 p.m., 1:00 a.m., PT; in some areas it will be carried Sunday, Nov. 24, in the same time period). Mayor Bradley is one of the celebrities present in the audience acknowledged on camera during the course of the show.

'All In Love Is Fair' Hits National Charts

Smiles of approval . . . are flashed by Nancy Wilson's long time manager, John Levy, left, and Larkin Arnold, General Manager of Capitol Records' Soul Division, right, as they check out the huge billboard on Sunset Boulevard spotlighting the songstress' latest album for the label. The entry headed up Capitol's "September Soul Month."

MUSIC PERSONALITIES

Z. Z. Hill has a hot soul single that is exploding across country and is rising (with a bullet) up the national charts. The single is called, "I Keep ON Lovin' You," and may be his biggest seller since "Don't Make Me Pay For His Mistakes."

BLACKS ON TV

SATURDAY

OCTOBER 26

BIG BLUE MARBLE - On Channel 10 at 7:30 a.m.

ZOOM - Children, on Channel 6, at 9:00 a.m.

BILL COSBY - Cartoon, on Channel 3, at 9:30 a.m.

STAR TREK - Cartoon - On Channel 3, at 10:30 a.m.

COLLEGE FOOTBALL - On Channel 13, at 10:45 a.m.

HARLEM GLOBETROTTERS - On Channel 10, at 11:00 a.m.

ZOOM - Children - On Channel 6, at 11:00 a.m.

SESAME STREET - On Channel 6, at 11:30 a.m.

49er HUDDLE - On Channel 13, at 2:00 p.m.

NFL GAME OF THE WEEK - On Channel 10, at 3:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

NAME OF THE GAME - Drama, starring Abbey Lincoln, Ivan Dixon, Raymond St. Jacques, and Herb Jeffries, on Channel 10, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6, at 5:00 p.m.

ZOOM - Children - On Channel 6, at 5:30 p.m.

MASQUERADE PARTY - On Channel 10, at 6:30 p.m.

WORLD AT WAR - On Channel 10, at 7:00 p.m.

LET'S MAKE A DEAL - On Channel 13, at 7:00 p.m.

FOREMAN - MUHAMMAD ALI - On location at the training camps of George Foreman and Muhammad Ali, who are seen preparing for their upcoming heavyweight championship bout in Zaire, on Channel 40, at 7:00 p.m.

CAROL BURNETT - With The Ernest Flatt Dancers, on Channel 10, at 10:00 p.m.

DON KIRSHNER'S ROCK CONCERT - On Channel 13, at 11:15 p.m.

SUNDAY

OCTOBER 27

NFL FOOTBALL - Scheduled: Denver Broncos vs Browns at Cleveland, on Channel 3, at 10:00 a.m.

NFL FOOTBALL - Scheduled: The Los Angeles Rams take on the Jets at Shea Stadium, on Channel 10, at 10:00 a.m.

URBAN LEAGUE PRESENTS - On Channel 13, at 10:30 a.m.

COLLEGE FOOTBALL '74 - On Channel 13, at 12 Noon.

NFL FOOTBALL - Scheduled: The Oakland Raiders vs the 49ers on Channel 3, at 1:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6 at 5:30 p.m.

LET'S MAKE A DEAL - On Channel 13, at 5:30 p.m.

RAYMOND BURR - Crime drama, starring Don Mitchell, on Channel 13, at 6:00 p.m.

SALTY - On Channel 10, at 7:00 p.m.

SONNY COMEDY REVUE - With Clifton Davis, on Channel 13, at 8:00 p.m.

WRESTLING - On Channel 40, at 8:00 p.m.

KOJAK - Crime drama of a young Black man framed for a shooting, on Channel 10, at 8:30 p.m.

MANNIX - Starring Gail Fisher, on Channel 10, at 9:30 p.m.

BLACK PERSPECTIVE ON THE NEWS - On Channel 6, at 10:30 p.m.

JOHNNY CARSON - Guest is Gladys Knight and The Pips, on Channel 3, at 11:00 p.m.

MONDAY

OCTOBER 28

SESAME STREET - On Channel 6, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6 at 10:00 a.m.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10 at 2:00 p.m.

NEWLYWED GAME - On Channel 13, at 2:00 p.m.

MATCH GAME - With Jimmie Walker, on Channel 10, at 2:30 p.m.

MERV GRIFFIN - On Channel 13, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6 at 5:30 p.m.

NFL FOOTBALL - The Atlanta Falcons vs the Steelers on Channel 13, at 6:00 p.m.

STAR TREK - on Channel 40, at 6:00 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

BORN FREE - Drama, starring Freddie Achieng, and Lucita Lijertwood, on Channel 3, at 8:00 p.m.

DR. SEUSS - Cartoon Special: On Channel 10, at 8:30 p.m.

RHODA - Comedy, on Channel 10, at 9:00 p.m.

ROOKIES - Starring Georg Stanford Brown, on Channel 13, at 10:00 p.m.

BLACK PERSPECTIVE ON THE NEWS - On Channel 6, at 11:00 p.m.

MISSION: IMPOSSIBLE - Starring Greg Morris, on Channel 13, at 11:30 p.m.

TUESDAY

OCTOBER 29

SESAME STREET - On Channel 6, at 9:00 a.m.

JOIN THE PARTY!

You never know who will turn up at our big Saturday party. Join host Richard Dawson and panel members Bill Bixby, Lee Meriwether and Nipsey Russell as they try to identify the famous guests.

6:30 SATURDAY

MASQUERADE PARTY

KXTV 10

TV THIS WEEK

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

NEWLYWED GAME - On Channel 13 at 2:00 p.m.

DINAH! On Channel 10, at 2:30 p.m.

MERV GRIFFIN - On Channel 13, at 4:00 p.m.

MIKE DOUGLAS - On Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

MISTER ROGERS' NEIGHBORHOOD - Children, on Channel 6, at 5:00 p.m.

MOD SQUAD - Starring Clarence Williams III, on Channel 40, at 5:00 p.m.

ELECTRIC COMPANY - On Channel 6 at 5:30 p.m.

RAYMOND BURR - Crime drama, on Channel 13, at 6:00 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

THE NEW PRICE IS RIGHT - On Channel 10, at 7:30 p.m.

TO TELL THE TRUTH - With Nipsey Russell, on Channel 13, at 7:30 p.m.

GOOD TIMES - Starring Esther Rolle, John Amos, Ralph Carter, Jimmie Walker, and BernNadette Stanis, on Channel 10, at 8:00 p.m.

M*A*S*H - On Channel 10, at 8:30 p.m.

MARCUS WELBY, M.D. - Starring Leslie Uggams and Herbert Jefferson, Jr., on Channel 13, at 10:00 p.m.

MISSION: IMPOSSIBLE - Starring Greg Morris, on Channel 13, at 11:30 p.m.

WEDNESDAY

OCTOBER 30

SUNRISE SEMESTER - History of African Civilization, on Channel 10, at 6:30 a.m.

SESAME STREET - On Channel 6, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6 at 10:00 a.m.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

NEWLYWED GAME - On Channel 13 at 2:00 p.m.

MIKE DOUGLAS - On Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6 at 5:30 p.m.

RAYMOND BURR - On Channel 13, at 6:00 p.m.

CONCENTRATION - On Channel 10 at 7:00 p.m.

TO TELL THE TRUTH - With Nipsey Russell on Channel 13, at 7:30 p.m.

THAT'S MY MAMA - Starring Clifton Davis, and Theresa Merritt on Channel 13, at 8:00 p.m.

LUCAS TANNER - Drama, on Channel 3, at 9:00 p.m.

GET CHRISTIE LOVE! - Crime drama, starring Teresa Graves, on Channel 13, at 10:00 p.m.

MISSION: IMPOSSIBLE - Starring Greg Morris, on Channel 13, at 11:30 p.m.

WIDE WORLD SPECIAL - On Channel 13, at 12:30 a.m.

THURSDAY

OCTOBER 31

SESAME STREET - On Channel 6, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

NEWLYWED GAME - On Channel 13, at 2:00 p.m.

MIKE DOUGLAS - On Channel 10, at 4:00 p.m.

MOD SQUAD - Starring Clarence Williams III, on Channel 40, at 5:00 p.m.

RAYMOND BURR - Crime drama starring Don Mitchell, on Channel 13, at 6:00 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

HOLLYWOOD SQUARES - With Demond Wilson, on Channel 10, at 7:30 p.m.

IRONSIDE - Starring Don Mitchell on Channel 3, at 9:00 p.m.

MISSION: IMPOSSIBLE - Starring Greg Morris, on Channel 13, at 11:30 p.m.

FRIDAY

NOVEMBER 1

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

NEWLYWED GAME - On Channel 13 at 2:00 p.m.

MIKE DOUGLAS - On Channel 10, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6 at 5:30 p.m.

RAYMOND BURR - Crime drama on Channel 13, at 6:00 p.m.

STAR TREK - On Channel 40, at 6:00 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

TO TELL THE TRUTH - With Nipsey Russell on Channel 13, at 7:30 p.m.

BASKETBALL - The Golden State Warriors play the SuperSonics on Channel 40, at 8:00 p.m.

SANFORD AND SON - Starring Redd Foxx and Demond Wilson, on Channel 3, at 8:00 p.m.

MISSION: IMPOSSIBLE - Starring Greg Morris, on Channel 13, at 11:30 p.m.

MIDNIGHT SPECIAL - On Channel 3, at 1:00 a.m.

THE ONLY FUN AT SEVEN IS ON CHANNEL 10!

We're ready for fun at seven if you are. Jack Narz gets the ball rolling every weekday when the news is finished.

7:00 MON-FRI

CONCENTRATION

KXTV 10

The Spinners And B.B. King Return To Circle Star Theatre

THE SPINNERS

B. B. KING

The widely acclaimed recording group, The Spinners, and King of the Blues, B. B. King return to the Circle Star Theatre October 31 thru November 3 for 7 performances.

Celebrating their 19th year in show business, the popular vocal group, The Spinners, are still going strong. Organized as a high school singing act in Ferndale, Michigan, The Spinners include Henry Fambrough, Billy Henderson, Pervis Jackson, Bobby Smith and Phillipe Wynne, who joined the group in 1971.

The Spinners' recording career was launched with their first record "That's What Girls Are For," a smash hit across the country. The group signed with Motown in 1963 and went on to record "Sweet Thing," "I'll Always Love You," "Truly Yours," "Message To A Black Man," "In My Diary," and "It's A Shame," all top-of-the-chart recordings.

The Spinners joined Atlantic Records in 1972 and recorded "I'll Be Around," which instantly became a million-selling gold record and was followed by another hit, "Could It Be I'm Falling In Love?" "Then Came You," recorded with Dionne Warwicke, has sold over a million copies, and their latest release "Love Don't Love Nobody," off their "Mighty Love," album promises to be a top seller.

One of the best known and most successful blues musicians in the world today, B. B. King is an honest performer who establishes an intimate rapport with his listeners. The hard life he sings about began at the age of 14 when B. B. purchased his first guitar with his wages from working in the Mississippi cotton fields. For nearly 20 years, he kept up a grueling pace of some 300 one-night-stands in rundown nightspots that were often unable to pay him.

During the late 60's, following his appearance at the Newport Jazz Festival and with the Rolling Stones' tour, he found himself in demand with young audiences eager to hear authentic blues after being attuned to it by heavily blues-influenced rock.

Since 1969, B. B. has appeared at countless colleges across the country, on nationwide TV, at rock theatres, and most recently, at major hotels such as the Las Vegas Hilton, and cabarets. His outstanding recordings include "The Thrill Is Gone," "Sweet Little Angel," "how Blue Can You Get," and "To Know You Is To Love You." Highlighting the October 31st performance will be the presentation of the "Best Blues Guitar Player" award to B. B. by Jim Crockett, publisher of Guitar Player Magazine. This will mark the 5th consecutive year B. B. has been awarded this honor.

Performance times are Thursday at 8:30; Friday and Saturday at 7:30 and 11:00; and Sunday at 5:00 and 8:30 (due to popular demand, the 5:00 show was recently scheduled). Tickets are available at Circle Star, Macy's, Ticketron, and all leading agencies.

Columbia Records Announce Release Of The Manhattans Record

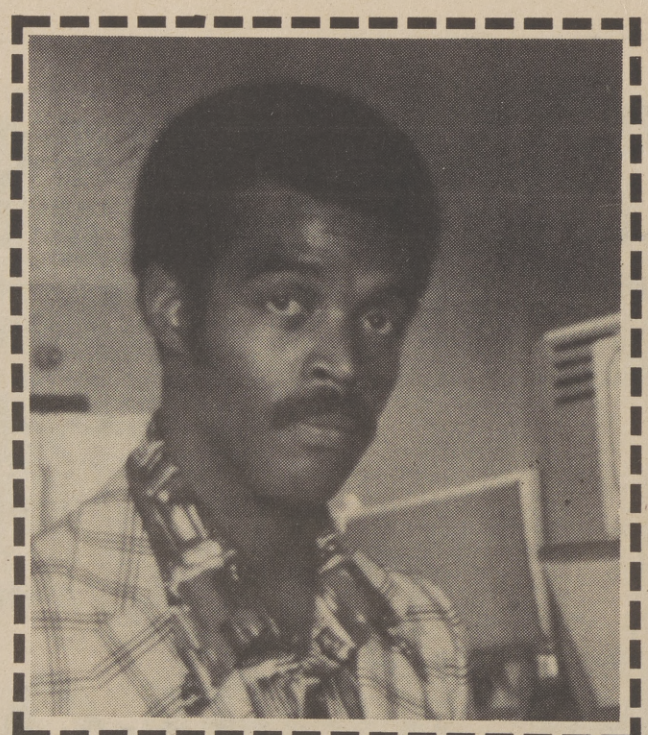
THE MANHATTANS

Columbia Records has announced the release of the Manhattans' second Lp for the lable entitled "That's How Much I Love You."

The quality of the album is well summarized by Billboard, a leading national trade magazine, which reported: "Absolutely stunning set from one of the most talented harmonizing units in soul music today. Whether they are moving through raucous rockers, smooth ballads, or mid - tempo material, there is little if anything this group can do worng. Certainly one of the strongest soul acts of today, combining musical ability and commerciality."

The Manhattans is comprise of Sonny Bivens, first tenor; Richard Taylor, baritone; Kenny Kelley, second tenor; George Smith, lead singer; and Blue lovett, base. Bivens, Taylor and Lovett are songwriters as well, and selections they have penned are included in the current Lp as well as the highly successful "There's No Me Without You."

"We're very excited about the new album," commented Blue Lovett, group spokesman.



When you want to know the score . . . tune in for our weekend sports expert, Paul Cornelius. Catch his act on the news leader.

5:30 & 11 DAILY

NEWSERVICE 10

KXTV 10

Tovares Rich Blend Of Vocal Harmonies

A single that should not be overlooked is Capitol recording artists Tavares' latest release, "She's Gone." The tune reflects the uniqueness of the brothers' rich blend of vocal harmonies.

The single is taken from Tavares' second LP for Capitol entitled "Hard Core Poetry." The album was produced by Lambert and Potter, who are also known as a highly regarded song writing team and have worked with some of today's top recording artists.

"We knew we wanted to record 'She's Gone' the first time we heard the song," commented Pooch Tavares, who shares lead vocals with his brother Butch on the tune. We are hoping it will appeal to pop and MOR listeners as well as R&B audiences."

The Tavares brothers are currently touring the East Coast concert circuit, and will open at the MGM Grand Hotel in Las Vegas for a month long engagement, beginning November 27.

Arnold Pushes Capitol

A mere eighteen months ago a young, attractive attorney named Larkin Arnold, was appointed Manager of Capitol Records' Soul Division. At that time, the label boasted an established songstress named Nancy Wilson as its only Black artist.

Under Arnold's leadership, the Soul Division has grown up by leaps and bounds, and Capitol's roster of Black artists now includes the likes of Tavares, Barbara Acklin, Coda, Gene Redding, and Monomono, as well as Nancy Wilson.

Arnold, who hails from Kansas City, Missouri, graduated from Howard University's Law School and was initially associated with Capitol's legal division as a corporate lawyer handling artist contracts and record production. The increasing success of Black artists on the pop charts was readily apparent to Capitol's top executives, as was Capitol's void in the Soul arena. The solution: Larkin Arnold.

"The Soul Division organizes Capitol's activities in one central unit," states Arnold. "We supervise the selection of Black artists for the label, and oversee an act's repertoire, the image that is projected, and the manner of promotion. This allows for a continuity of effort, and prevents someone from signing a rock act and promoting it with a jazz image."

"We do not limit the Soul Division to include only R&B clients, it is important to have a diversified clientele. Our roster boasts acts in the jazz, rock, and pop areas as well."

There is no doubt that under Larkin Arnold's guidnace, "Capitol Soul" will be a major force in the contemporary music marketplace.

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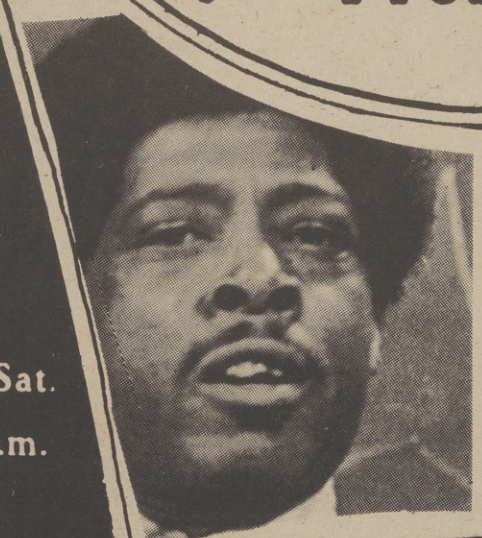
Room
Soon

Presents



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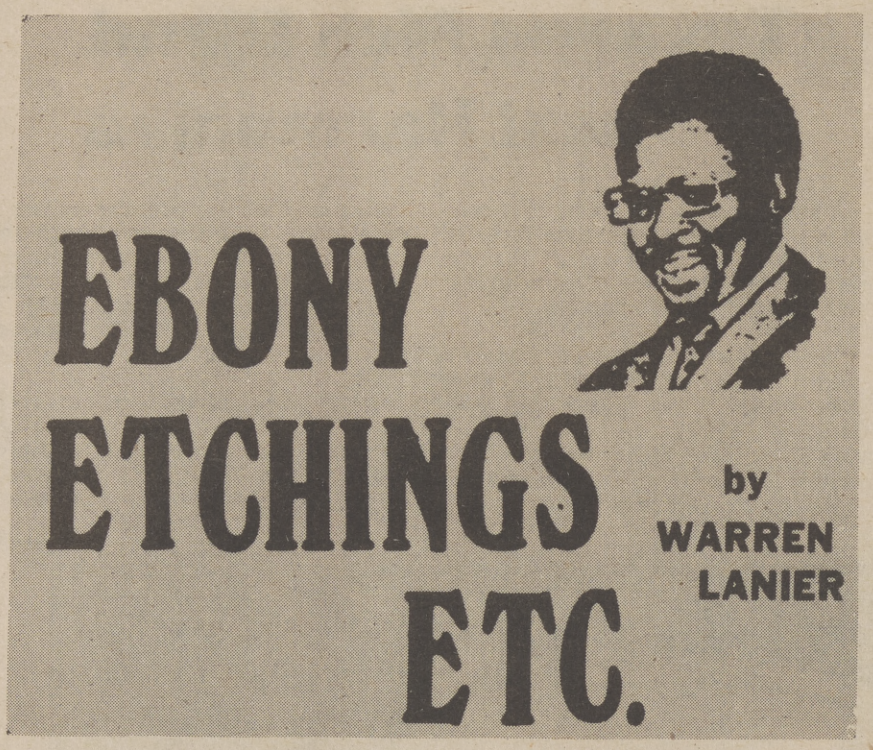


"PEOPLE ARE TALKING ABOUT. . ."

The organizing committee for MERVYN DYMALLY for Lt. Governor, consisting of LaVONNE GRANGER, MYRON J. HALE, DON McLEMORE, TOLLIE STRODE, and Attorney MAXINE F. THOMAS, that's recruited just about everybody in position to do something to help MERVYN DYMALLY win the position of Lt. Governor come election time, starting with a gala fund raise at the home of LAMONTE McLEMORE of the 5th Dimensions . . . COUNCILMAN DAVID CUNNINGHAM disclosing that his office is mailing letters to land and homeowners of approximately 180 properties in the Tenth Council District asking them to "take whatever steps are necessary to improve the appearance of your property," as part of his 'hard hitting, long-range and very serious campaign' to eliminate blighted areas in his council district; additionally the Councilman authored a successful motion in city council which directed the city attorney to explore all avenues in an attempt to enforce the law against HUD including if necessary, the possibility of legal suit against the federal government, since HUD had been identified as the "single largest slum lord in the City of Los Angeles" . . . Soul Publications doing an exclusive interview and story on 20th Century recording artist TOM BROCK who is another BARRY WHITE discovery headed for stardim via the 'love song route of recordings' . . . American International Pictures' new action - chiller entitled "Abby" with lovely CAROL SPEED starring in the title role as a young minister's wife possessed of an evil demon that was unleashed as a result of the archeaological excavations of star WILLIAM MARSHALL who portrays a prominent churchman, father-in-law of Abby in the film . . . The Rev. LEON H. SULLIVAN of Philadelphia and founder of opportunities Industrialization Center (OIC) being one of 10 persons President Ford appointed to a National Commission for Manpower Policy . . . The super acting of LINCOLN KILPATRICK, especially in the very recent segment of "Mannix," that's got Hollywood producers galore keeping his phones busy in trying to get him for various roles . . . THE MOMENTS playing "The Total Experience Nitery" in Angel Town, and mesmerizing the musical minds of the audience each moment they were on stage during their west coast stint; while out Hollywood way, THE STEPPING STONES turned Hollywood on to their brand of music and entertainment at "The Speakeasy" in their initial west coast bow prior to their forthcoming "Introductory Press Party" that's scheduled to come off at the 'Top Of The Strip' of The Continental Hyatt House Hotel the latter part of this month.

THE O'JAYS

"HOLLYWOOD HOT LINES . . . "

Thanks to LaVONNE GRANGER and quite a few name entertainers and actors, the incarcerated juvenile offenders of the county of Los Angeles, might soon be turned on to a cultural rehabilitation program revolving around packaged shows geared to entertain and rehabilitate the youngsters, as soon as the final world comes down.

BOBBY STEVENS and THE CHECKMATES are the latest addition of name entertainers joining the rank and file of those involved in making movies; their current release, "The Black Connection (Run Nigger Run)" which was co-produced by THE CHECKMATES LTD. and also stars the fellows is currently doing very good box office business in its run at the Mayfair Theatre in Baltimore, Maryland.

While on the subject of Baltimore, Maryland; Mayor William Donald Schaefer has proclaimed October 22, as BILL ELLIOTT Day, which coincides with The World Premiere of the motion picture "Hangup," starring BILL ELLIOTT in the Brut Production released by Warner Brothers. This World Premiere of "Hangup," will benefit The Afro - American Mrs. Santa Program, to help needy families have a good dinner at Christmas, which shouldn't create a 'hangup' since the tickets for this worthwhile event are priced at only $5.

"PROFILE OF A PROFESSIONAL"

In a time when "mass-produced" music seems to be all over, the refreshing change of someone who "personalizes" their music is surely welcomed. MARY McCREARY is one young lady whose 'personalized sound' has taken her from the pews of a San Francisco Church Choir, and placed her as one of the better and real singers of today.

Since the time of her childhood church choir days, MARY McCREARY spent most of her time involved in some type of "musical learning experience." When she was in the fourth grade, a school project with the LIME LIGHTERS singing group, placed her voice on an album for the first time. That particular project, sparked an interest in MARY to one day become a professional singer, and a few years later with much more musical knowledge MARY began her professional career with the "Heavenly Tones" gospel group.

The group developed an avid following from the California college circuit, and this following increased when an album on the group was released that was produced by Rev. James Cleveland and Gentry McCreary.

When the "Heavenly Tones" disbanded, MARY and two girls from the group formed another female vocal group "Little Sister." The gospel roots of the groups' sound were quite pleasing to Sly Stone, who recorded their "You're The One," and "Somebodys' Watching You," on his Stone Flower label.

After traveling and performing for some time with "Little Sister," MARY left the group to join "The New Generation," a rock-choir that was being managed by her new husband Gentry McCreary. It was during that time that MARY evolved her musical writing abilities and did back up vocals for people like Gary Puckett, The Edwin Hawkins Singers, Sly Stone, and Barbra Streisand.

The musical seasong that now clothed MARY's career was moved to Southern California when she and her husband began searching for a record label with "understanding of personalized music.'

MARY McCREARY

With MARY's voice having been described as, "one of those voices, with a 12 mile range that never cracks, powerful without being noisy, very pure without being syrupy, clear without being studied," personalized understanding was necessary.

This 'understanding' that she and her husband sought was found, once Denny Cordell and Leon Russell had a chance to hear her, and a contract was signed for MARY to record on the Shelter Record label.

Today MARY McCREARY writes, plays piano, sings, does all of the arranging and background vocals for all of her albums. Her personal touch on two previous albums have received national acclaim; and her most recent release, entitled "Jezebel," is an album which clearly exhibits her versatility, her all-around musical understanding, and the professional quality to be able to deliver distinctive melodies full of earthy realness.

This week the writer of this column is elated in having the opportunity to expose a unique and sensitive woman whose 'personalized creativity has shown it's ability to bring smiles to a lot of hearts musically, because she understands.'

ROCK KANDIE 147

AND

The Sacramento Observer

PRESENT THE

JACKSON 5

IN CONCERT IN SACRAMENTO

FRIDAY NIGHT

NOVEMBER 1, 1974

SACRAMENTO MEMORIAL AUDITORIUM

The Sacramento Observer

OCTOBER 24 - 30, 1974

First Church Of The Nazarene Unites Mankind

Last week several hundred persons of all races gathered in unity to worship and experience the evangelism of the First Church of the Nazarene, located at 28th and "S" street.

Nationwide over 600,000 member's have joined the congregation of the Church of Nazarene in its efforts to bring mankind together in the name of God.

The leadership of the First Church of the Nazarene is now actively engaged in reversing many of the practices associated with race and religious worship.

Members of the 1st Church of the Nazarene stated on of their priorities is to bring mankind together through a new enlightement of God's teachings.

To accomplish this unity the church has established 13 institutions of higher learning and opened missionary efforts throughout the world.

Over 600 congregations are represented in the church's national effort. Men of all colors and previous religious affiliations are represented in the church's ministry.

"We are moving towards a intergrated ministry," said the Rev. Warren Rogers principal organizer in the Northern California area.

The outstanding program last week featured the Voices of Faith Choir, under the direction of Ms. Precious Craft.

Transplants Mean Saved Lives

Approximately 50 persons living in the Sacramento area over the next year, will experience renal failures, according to a prediction made by Dr. Michael J. Sullivan, Chief of Transplant service, University of California, Davis, Sacramento Medical Center (UCSMC).

Renal failure simply means that the patient's kidneys cease to function for a variety of medical reasons. Without professional treatment, a patient suffering total renal failure would be dead within a week's time.

Thanks to the wonders of modern medicine, renal failure patients can be maintained indefinitely through the use of Dialysis machines.

The dialysis process is both time consuming and costly. Renal failure patients must undergo the treatment three times a week. Each treatment session lasts approximately eight-hours.

The cost of dialysis treatment is astronomical, and since the prospects for life without the machines are minimal, the federal government picks up the bill after three months for renal failure patients.

Over the last ten years, renal failure patients have been given new hope for leading a normal life through the perfection of kidney transplants.

The kidney transplant program at UCSMC is currently the third largest operative service in the state.

The medical facility performed its first transplant in February, 1972. To date, the facility has successfully performed 32 transplants with between 20 and 25 anticipated before year's end.

"The program really got started in earnest in January 1972," said Dr. Sullivan, who heads the surgical team responsible for the programs initial success.

The first operation performed in February, 1972, transplanted a kidney from a relative donor to a woman patient. A year later, the kidney was rejected and a new one had to be transplanted.

According to Dr. Sullivan, patients receiving transplanted kidneys stand a less than 50 per cent chance keeping the graft for a year. "Graft survival for one is about 30 per cent," he stated.

Kidney transplant operations over the last ten years have much improved. "Within the last ten years, it has become a real thing. Previously it was experimental," said Dr. Sullivan.

Dr. Sullivan said that although rejection is a problem the number one problem is procurement of transplantable kidneys from donors.

"Rejection is the main medical problem. The use of medicines that are somewhat toxic, reduce the patients resistance to infection. The largest administrative problem is the procurement of kidneys," said Dr. Sullivan.

Recently a team of UCSMC transplant surgeons removed a pair of kidneys from a deceased donor at Mercy San Juan Hospital.

UCSMC currently relys upon two sources of kidney procurement. Relatives of patients needing transplants, are one source, and deceased donors constitute the second.

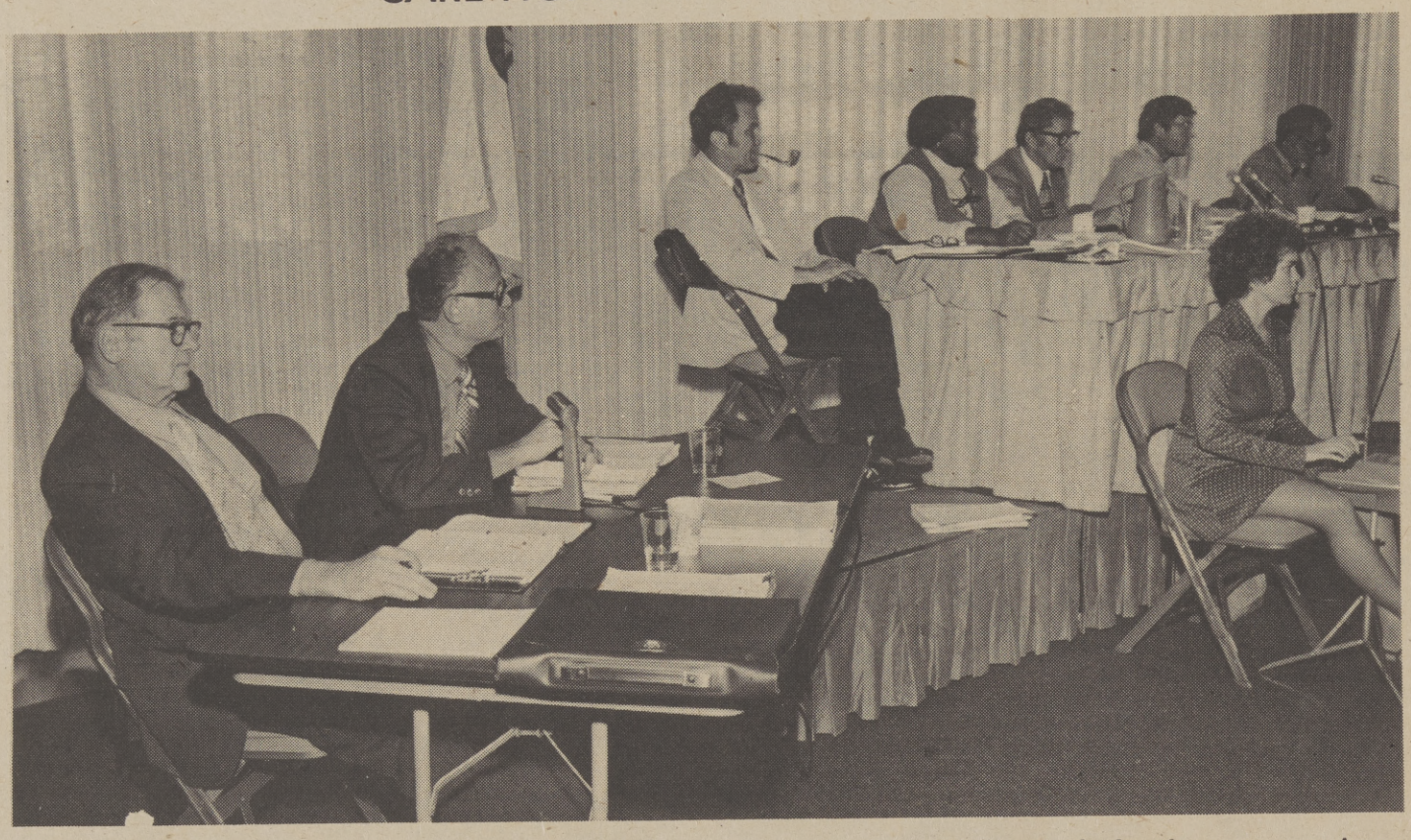
The removal of kidneys from the deceased Mercy San Juan donor, marked the first time a transplant team "harvested" outside of UCSMC's facilities.

Procured kidneys are kept alive and transported to the University Hospital on a renal perfusion machine.

The machine is capable of keeping a pair of kidneys alive for 48 hours. Suitable recipients with the closest possible blood and tissue type, generally take priority for probable transplant surgery.

However, Dr. Sullivan added that techhology is not the main problem. The main problem is that there is not enough kidneys to satisfy the needs of renal failure patients. "We like to introduce the program to the Sacramento area and solicit and hear from more doctors," said Dr. Sullivan explaining the lack of public and medical knowledge concerning the kidney transplant program.

CARE HOME OPERATORS HEARING



The California Department of Health earlier this week held a public hearing to discuss various aspects of care home operations in the state. Of particular interest to members of the Society of California Care Home Operators (SOCCO) are portions of Assembly Bill 2262, authored by Assemblyman Frank D. Lanterman (D-La Canda). SOCCO membership has taken issue with language in the measure relating to room size restrictions and fire standards. There are approximately 32 members of SOCCO's Sacramento chapter. A sizable number of SOCCO's Sacramento membership is Black. The operators maintain homes for mentally retarted persons. Shown are panelist from left, Wallace Cameron, Hal Stien, George Argys, Rhoda Pearson, Phil Phillippe, Bradfort Frankland and Don Gihuour.

Consumer Shoppers Guide Available

Did you know that the price of the same prescription drug can vary as much as $10 to $15 in the Sacramento area?

So says a just-released study by the local Ralph Nader organization -- California Citizen Action Group.

A canvas by Nader volunteers of all 131 Sacramento area pharmacies during the summer was the basis of the study titled "A Shopper's Guide to Sacramento Area Pharmacies."

Spokesperson Judy Hecomovich noted in a morning press conference that "generally, the chains are the cheapest, then independents, next pharmacies located in medical buildings, and then pharmacies located in hospitals."

Ms. Hecomovich also pointed out, however, that "although chains have lower prices, they also have fewer of the important services such as delivery and personal medication records that independently owned drugstores provide."

Based on the study, the Nader group made the following recommendations to consumers:

1. Ask your doctor to prescribe a drug by its generic or chemical name rather than by brand name. Brand named drugs can cost as much as $3 to $4 more than generic drugs. Take the prescription to the pharmacy of your choice.
2. Take the prescription to the pharmacy that fulfills your needs. You pay for such extra services as delivery or a personal medication record.
3. Use the telephone to shop around.
4. If you find a lower price for a drug elsewhere, ask your pharmacist to match that price.

Copies of the "Shopper's Guide" listing all pharmacies by area -- with their prices and services -- are available for $1 from California Citizen Action Group, 909 12th Street, Sacramento, Ca. 95814. Phone 446-4931.

Several hundred care home operators attended the public hearing voicing numerous concern relative to operating, maintaining and licensing.

The California Department of Health, last week sponsored a free Influenza vacination clinic on a first come first serve basis. Approximately 200 units of the anti-infuenza vacine were administered by department attendents. The vacine was surplus stock donated by the Santa Clara County Health Department. According to the department spokeman and vacine went very fast with many individuals concerned about the upcoming wet weather's affect on their health.

Statistics Show Democrat Majority

If party loyalty and members mean anything Sacramento's Democrats have a good reason to be confident of a November victory.

Louis Corsiglia, Sacramento's Assistant Registar of Voters, released figures that show 102,530 more persons registered as Democrats than Republicans.

Of 338,790 persons who can vote locally Corsiglia's figures show 209,811 are registered Democrats and 107,281 are registered Republicans.

The reason behind the Democratic margin might be because Democrats were the only party to put on an organized local registration drive, said Corsiglia.

According to Joyce Austin, Democratic registration coordinator, of 23,612 persons signed up by volunteers, 66.1 per cent registered Democrats while less than 20 per cent, 19.7 per cent registered as Republicans.

Of persons who registered for neither party 17,984 chose not to show a party preference; 1,795 registered in the Peace and Freedom party; 1,619 registered in the American Independent party and 300 registered for various other parties.

During the registration drives by Democrats, 14.2 per cent registered for other than the two established parties.

Austin predicts an increase in the margin as the Democratic party continues its drive to register voters.

"We conservatively estimate our drive will increase the victory margin for the Democratic slate in this country by about 8,000 votes," she said.

Corsiglia's figures show Democrats in Sacramento already have a 2 to 1 margin over Republicans in registered voters.

Of registered voters in Sacramento, 66.9 per cent are registered Democrats.

The 5th Assembly District, the only local legislative race without an incumbent, has a large Democratic margin -- something like 77,053 to 40,459.

County Supervisor Eugene Gualco, a Democrat, will be competing against Republican Todd Sloan, a Carmichael businessman for the 5th Assembly seat.

Voters who plan to be away from their polling place on election day may vote by absentee ballot.

However, Corsiglia said applications for absentee ballots must be in his office at 1021 J St., by 5 PM Tuesday.

These ballots may be obtained at Corsiglia's office or by using the back of a polling place card sent with sample ballot as applications forms.

Or, persons who will be away may go to the 1021 J Street office and vote there as long as it is done before 5 PM Tuesday.

JOB INFORMATION FAIR

Final preperations are now being made for the opening of a Federal Job Information Fair to be held in the Activities Building of the Sacramento Earl Warren Community Convention Center, Saturday November 2. The fair is designed to inform prospective job applicants of federal requirements and standards. The fair is sponsored by the Sacramento Federal Equal Employment Opportunity Committee. There will be no admission fee. Shown are from left, Robert G. Avila, Kuni Hironaka, Dewey Turner, Nancy Perez and Ralph "Mike" Diaz.

The Sacramento Observer

URBAN LIVING

OCTOBER 24 - 30, 1974

SMUD Users Face 60% Rate Rise If Measure H Fails

Sacramento and Placer County electricity consumers face a possbile 60 per cent increase in rates if a Sacramento Municipal Utility District (SMUD) sponsored revenue bond measure on the November ballot fails to pass, according to Melvin Lawson, chairman of Consumers For Needed Electrical Power.

According to SMUD researchers electrical consumption in the two county areas that it serves has increased approximately four to six per cent annually despite conservative efforts.

Long-range projections indicate according to studies that adequate supplies of energy will not be available to meet needs within the next 10 years.

SMUD planners have proposed the building of a second nuclear steam generating facility on the present site of Rancho Seco No. 1.

Measure H on the November ballot is a "no-tax" revenue bond sponsored by SMUD aimed at providing the publically owned utility with $650 million to build Rancho Seco No. 2.

"If measure H does not pass there will have to be an immediate rate increase of 60 per cent," said Lawson warning that power needs could outstrip supply within 10 years.

Measure H will not increase property tax. Lawson said that passage of the revenue bond would also insure SMUD's low cost rates.

"SMUD has the lowest electrical rate in California and one of the lowest in the nation," Lawson said.

If Measure H fails SMUD would be forced to build the needed facility with money raised through rate increases. Financing of the facility would be paid for on a time payment basis.

"SMUD and the consumer would have to pay for the facility on a pay-as-they-go basis, and to pay for them out of rate increases," said Lawson noting that other communities already pay twice the average paid yearly by SMUD customers.

According to Lawson, the building of Rancho Seco No. 2, would provide adequate electrical energy through the year 2000.

Young Men Must Register At Age 18

Young men reaching their 18th birthday are still required to register with Selective Service even though no one is presently being inducted. They have a 60-day period beginning 30 days prior to their 18th birthday in which to register. If this period has passed, they should still register.

Registartion for Sacramento, Yolo, Amador and Calaveras Counties' young men may be completed at the Selective Service Area Office which has been moved from 2800 Cottage Way to the Federal Building, 801 I Street, Sacramento.

And -- there are also registrars in the high schools, colleges and many other locations in each county where a young man may register.

For registration information, call (916) 449-3554.

Fed Group To Hold Job Fair

McClellan AFB will be among federal agencies in the Sacramento area participating November 2 in a federal job information fair at the Sacramento Community Convention Center.

The fair which is free to the public will be held between 9 a.m., and 5 p.m., providing information and assistance to visitors interested in federal employment.

Three general programs are scheduled continually throughout the day. One program will discuss where and how to apply for examination. A second program will help the job applicant to prepare for examinations. The third program will describe the workings of the United States Civil Service system.

In addition to the general programs, many federal agencies will have employees at the center to talk to visitors about the types of jobs found in their individual agencies as well as the basic qualifications required for those jobs.

The fair is sponsored by the Sacramento Federal Equal Employment Opportunity Committee.

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Prices are Discounted and Single Item Priced Except on Fair Traded and Government Controlled Items.

IF ITS SAVINGS YOU'RE LOOKING FOR LOOK TO LUCKY ANYDAY...EVERYDAY

Lucky DISCOUNT SUPERMARKETS

WE DISCOUNT EVERYTHING *Except* QUALITY, COURTESY, SERVICE

EXTRA KEY BUYS mean ADDED SAVINGS

PRICES EFFECTIVE WEDNESDAY, OCTOBER 23rd THRU TUESDAY, OCTOBER 29, 1974.

THE FOLLOWING STORES WILL BE OPEN MONDAY, OCT. 28TH VETERANS DAY 10 AM - 7 PM

6431 Fair Oaks Blvd.—Carmichael
6184 Sunrise Mall—Citrus Heights
8700 La Riviera Dr.—Sacramento
5445 Auburn Blvd.—Sacramento
5600 Folsom Blvd.—Sacramento
4150 Florin Rd.—Sacramento
2501 Fair Oaks Blvd.—Sacramento
5924 Stockton Blvd.—Sacramento

ALL OTHER STORES WILL BE CLOSED

BEEF CHUCK
BLADE ROAST . . . . . LB. 69¢
7-BONE ROAST . . LB. 79¢

USDA A GRADE

FRESH FRYERS USDA Grade A Whole Body . . . lb. 41¢ Cut-Up . . . lb. 49¢

GROUND BEEF . . . lb. 66¢

BEEF ROUND STEAK . . . lb. 1.17

BEEF LOIN **Sirloin Steaks**	lb.	1.69
BEEF CHUCK **Cross Rib Roast**	lb.	1.29
LADY LEE **Sliced Bacon** (Thick - 2 lb. pkg. 2.17)	1 lb. pkg.	1.09
BEEF **Rib Roast** Large End	lb.	1.29
BEEF **Rib Steaks**	lb.	1.79
BEEF LOIN **T-Bone Steaks** (BEEF LOIN PORTERHOUSE STEAK lb. 1.99)	lb.	1.89
Beef Blend A blend of beef and hydrated soy protein concentrate	lb.	56¢
PORK LOIN **Sirloin Roast** 3½ to 4 lb., Finest Eastern	lb.	1.09
ANDY GRIFFITH **Country Sausage** Reg. or Hot	12 oz. roll	83¢
ANDY GRIFFITH **Country Brand Bacon** Hickory Smoked	12 oz. pkg.	99¢

USDA Grade A **Young Turkeys** Frozen (approx. 16-22 lb.)	lb.	49¢
BEEF **Chuck Steaks**	lb.	79¢
HARVEST DAY - Self Basting **Young Turkeys** USDA Grade A (approx. 16-22 lb.)	lb.	62¢
SWIFT BUTTERBALL - Deep Basted **Young Turkeys** USDA Grade A (approx. 16-22 lb.)	lb.	66¢
USDA Inspected **Turkey Drumsticks**	lb.	39¢
USDA Inspected **Young Turkey Wings**	lb.	43¢
USDA Grade A **Turkey Hindquarters** Young Roast	lb.	45¢

HARVEST DAY SEAFOOD

Halibut Steaks Pacific	lb.	1.99
Fillet of Sole Pacific Coast & Alaska	lb.	1.59
Shrimp Cooked & Peeled	lb.	3.29

FRUITS & VEGETABLES

Grapefruit Sections LADY LEE	16 oz. can	41¢
Fruit Cocktail LADY LEE	17 oz. can	39¢
Seneca Apple Juice APPLE BARREL	48 oz. bottle	72¢
Tomato Sauce HUNTS	15 oz. can	28¢
Green Peas DEL MONTE - Early Garden	17 oz. can	37¢
Stewed Tomatoes LADY LEE	16 oz. can	32¢
Lady Lee Pineapple Juice Pack - Crushed, Chunk or Sliced	20 oz. can	45¢
Cut Green Beans HARVEST DAY	16 oz. can	27¢

LIQUOR-WINE

Gallo Wine ERNEST & JULIO - Zinfandel, Riesling or Rose	5th bottle	1.69
Sebastiani Mtn. Wines Burgundy, Chablis or Rose	½ gallon bottle	3.29
Andre Champagne Cold Duck, Champagne or Pink Champagne	5th bottle	1.99
Ancient Age Straight Bourbon - 86 Proof - Save 50¢	½ gallon	11.49
Lucky Gin or Vodka 80 Proof 100% Natural Grain Spirits (case price 34.45 or 2.88 per bottle when you buy a case of 12)	5th bottle	3.19
Brigadoon Scotch 80 Proof	5th bottle	3.99

Available at Stores with In-Store Liquor Departments ONLY.

CONDIMENTS & PRESERVES

Strawberry Preserves LADY LEE	18 oz. jar	83¢
Lady Lee Peanut Butter Chunk or Creamy	48 oz. jar	1.99
Salad Dressings KRAFT French	8 oz. bottle	49¢

(No Key Buy 1000 Island 54¢-Roka Blue Cheese 74¢)

DAIRY PRODUCTS

Lady Lee Butter Grade AA	1 lb. pkg.	82¢
Imitation Ice Cream MIMIC Assorted Flavors	½ gallon ctn.	79¢
Cheese Food Spread LADY LEE	32 oz. pkg.	1.54
Imperial Margarine Cubes	1 lb. pkg.	75¢

LADY LEE EGGS GRADE AA DOZEN CARTON
EXTRA LARGE: 69¢ LARGE: 64¢ MEDIUM: 63¢

FROZEN FOODS

Orange Juice FLAV-R-PAC 100% Pure (12 oz. can 47¢)	6 oz. can	24¢
Westpac Vegetables Green Bean Regular, Cut Corn, Mixed Vegetables or Green Peas	20 oz. bag	58¢
Korn Dogs JOHNSON	pkg. of 4	87¢
Hash Brown Potatoes ORE-IDA (2 lb. pkg 61¢)	12 oz. pkg.	34¢
John's Pizza Cheese, Sausage & Cheese or Pepperoni	reg. pkg.	67¢
Gorton's Fish & Chips English Style	32 oz. pkg.	2.08
Buttered Beef Patties WESTERN GOLD	12 oz. pkg.	82¢

BREAD-CEREAL-FLOUR

Harvest Day Bread White or Wheat Regular or Sandwich	16 oz. loaf	33¢
Harvest Day Bread Potato, Crushed Wheat, Chuck Wagon, Split Top or Buttermilk	24 oz. loaf	44¢
Harvest Day Donuts Powdered, Krunch or Plain (Chocolate Frosted - 66¢)	pkg. of 8	59¢
Fireside Sweetie Pies Chocolate or Devil's Food	14 oz. pkg.	56¢
Pancake Mix AUNT JEMIMA - Whole Wheat	38 oz.	75¢
Sunshine Krispy Crackers Salted	16 oz. pkg.	56¢

OTHER ITEMS

Log Cabin Syrup Blend	24 oz. bottle	1.09
Zee Paper Napkins Assorted Colors Single Ply	pkg. of 60	19¢
Northern Bathroom Tissue Assorted Colors 650 Sheet Roll - Single Ply	pkg. of 4	68¢
Chiffon Bathroom Tissue 2-Ply, Assorted Prints, 500 Sheet Roll	pkg. of 2	45¢
Sandwich Bags LADY LEE	pkg. of 150	62¢
Dad's Root Beer	64 oz. bottle	59¢
Solo Cozy Cups (7 oz. Refills)	pkg. of 50	64¢

DELICATESSEN

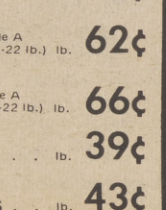
Skinless Franks LADY LEE	12 oz. pkg.	66¢
Farmland Canned Ham	5 lb. can	6.89
Cooked Salami LADY LEE - Sliced	8 oz. pkg.	73¢
Land O'Frost Meats Sliced - Beef, Turkey, Corned Beef, Smoked Pastrami, Ham or Chicken	3 oz. pkg.	45¢
Shredded Cheese STATE BRAND - Sharp Cheddar or Mozzarella	4 oz. pkg.	47¢
Long Horn Cheddar LADY LEE Chunk Cheese Random Weight	lb.	1.39
Kraft Casino Cheese Monterey, Muenster or Mozzerella	8 oz. pkg.	81¢
Pillsbury Buttermilk Biscuits	8 oz. pkg.	17¢

CLAIROL HERBAL ESSENCE
SHAMPOO Regular or Oily . . . . . 12 oz. Bottle 1.36
CREME RINSE Regular or w/Body . 8 oz. Bottle 74¢

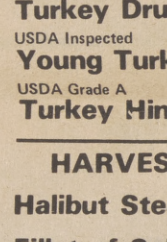
BAYER TIMED RELEASE ASPIRIN . . . . . Bottle of 30 73¢

SEE OUR COMPLETE SELECTION OF HALLOWEEN CANDIES ALL AT LOW DISCOUNT PRICES

PLIER CAN OPENER Vinyl Grip Each 1.59

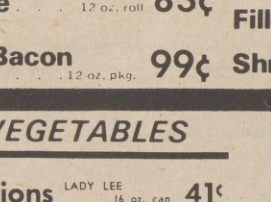


COOKIE PAN Bright plated steel with easy-hold handles . . . . . Each 79¢



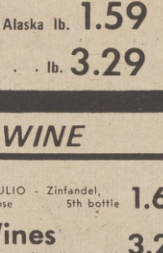
CAST IRON TRIVET With colorful tile center. . . . . Each 83¢

THERMOS SNAK JAR Insulated to keep lunch snacks cold for hours. . . . . Each 99¢

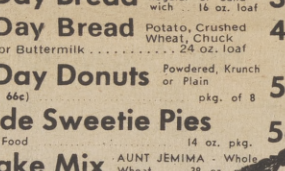


DURACELL ALKALINE BATTERIES
(Size C - 1.5 Volt - 2 Pack - 1.28)
(Size D - 1.5 Volt - 2 Pack - 1.28)
(Size AA - 1.5 Volt - 2 Pack - 1.18)
9 Volt . . . . . 1 Pack 1.18

PLAYTEX LIVING GLOVES Designed for better fit, comfort and grip. S-M-L. . . . . Pair 1.14



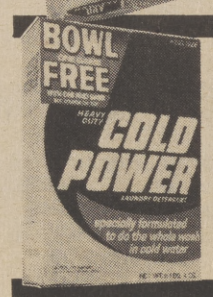
BANANAS Fancy Large, Golden Ripe . . . . . lb. 16¢



RED DELICIOUS APPLES Crisp and Juicy, California Grown . . . . . lb. 19¢
POTATOES U. S. No. 1 Russet . . . . . 10 lb. bag 69¢
TOMATOES Fine Flavored, Vine Ripened . . . lb. 39¢
CRANBERRIES Ocean Spray . . . . . 1 lb. cello bag 33¢

LADY LEE APPLE CIDER Gallon 1.49

HARVEST DAY ENGLISH MUFFINS Sliced (Raisins 39¢) Plain or Sour Dough . . . . . Pkg. of 6 33¢

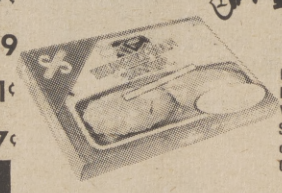


COLD POWER DETERGENT 84 oz. Pkg. 1.55

LIBBY'S TOMATO JUICE 46 oz. Can 39¢

GREEN GIANT NIBLETS CORN 12 oz. Can 25¢

DEL MONTE CATSUP 32 oz. Bottle 59¢



SWANSON'S HUNGRY-MAN DINNERS Frozen - Fried Chicken 15¼ oz., Boneless Chicken, Turkey 19 oz., Veal Parmigian 21¼ oz., Salisbury Steak 17 oz. or Fish N' Chips 16 oz. . . . . Pkg. 1.09

LADY LEE CHEESE SPREAD Individually Wrapped . . . . . 12 oz. Pkg. 73¢

LADY LEE ICE CREAM Flat Carton Assorted Flavors . . . ½ Gallon 89¢

The word is out, the plans are made, and historic, intriguing, old Norfolk, Virginia is rolling out the red carpet. The reason? Big and little fishermen and all those connected with the fishing industry are having a fish-in! The time is November 16-19 and the occasion is the 8th Annual American Commercial Fish Exposition.

This gala get-together will be a time to compare notes and discuss the best way to catch and process fishery products, as well as a time to relax and have a little fun. Fish Expo '74 is a working vacation and the men will listen to speeches, view new equipment, discuss problems, and arrive at possible solutions. When the fishermen go down to the sea again they will have a new store of up-to-date ideas and methods to aid them in catching and delivering more and better fishery products to consumers everywhere.

Fishery products deserve a prominent place in your menu planning the year around. As winter activities get into high gear, fish and shellfish are especially appropriate. Versatile fish portions are cut from solidly-frozen blocks of fish fillets which means no bones and no waste, and they are ideal for whenever time is short and appetites are tall. Fish portions are always sold frozen, either raw or partially cooked, breaded or unbreaded, and are available at seafood counters everywhere.

Get set for sizzling seafood satisfaction with a Fish Expo of your own and have fish portions for dinner tonight. Dinner can be on the table within a half hour with Plantation Portions as the entree. While the pre-cooked fish portions heat in the oven, prepare a sweet-sour sauce, tangy with pineapple juice, vinegar, sugar, and a touch of soy sauce and garlic salt.

For added color, flavor, and texture interest, pineapple chunks and chopped green pepper are heated with the sauce. Serve the crispy portions over hot, fluffy rice and top with the sauce. All you need to add to make the happy-hurry meal complete is a tossed salad and your favorite beverage.

PLANTATION PORTIONS

12 (2-1/2 to 3 oz. each) frozen fried fish portions
1 can (1 lb. 4 oz.) pineapple chunks
1 cup pineapple juice
2 tablespoons sugar
2 tablespoons vinegar
1/2 teaspoon soy sauce
Dash garlic salt
1/4 cup coarsely chopped green pepper
1-1/2 tablespoons cornstarch
2 tablespoons water

Place frozen fried fish portions in a single layer on a well-greased cookie sheet, 15 by 12 inches. Bake in a hot oven 400 degrees, 15 to 20 minutes or until heated through and crisp. While fish portions are heating, drain pineapple, reserving juice. Combine pineapple juice, sugar, vinegar, soy sauce, and garlic salt; bring to a boil. Add pineapple chunks and green pepper. Combine cornstarch and water to make a thin paste. Add gradually to hot sauce and cook until thick, stirring constantly. Serve hot sauce over fish. Makes 6 servings.

Fish Expo 1974

The Sacramento Observer
WEEKLY
Food
SECTION

Apple Spookburgers For Young Goblins

Nature's perfect timing brings us the colorful Red Delicious apples from Washington State's abundant orchards for All Hallows' Eve festivities. This sweet, juicy apple is a favorite of the door-to-door clan, chosen for carameling, traditional games and cracklin-crisp munching.

Young "goblins" will enjoy these amusing Fresh Apple Spook-burgers as an entertaining departure from the usual Hallowe'en face. Whimsical apple "faces" top a savory combination of ground beef, pork, tomatoes, apple, celery and onion. They're a bright healthful way to say Happy Hallowe'en.

FRESH APPLE SPOOKBURGERS

1/2 cup chopped tomatoes, fresh or canned
1-2 Washington State apples* pared, cored and chopped to measure 1 cup
1 lb. ground beef
1/2 lb. ground pork
1/4 cup finely diced celery
1/4 cup chopped onions
1-1/2 cup crisp rice breakfast cereal
1-1/2 teaspoon salt
1/8 teaspoon pepper
2 Washington State apples*
Lemon water
8 hamburger buns

Combine tomatoes, chopped apples, beef, pork, celery, onions, cereal and salt and pepper. Mix lightly but thoroughly. Shape into 8 patties. Cook patties in small amount of heated shortening over medium heat until browned on both sides and thoroughly cooked, turning only once. Cut the two remaining unpared apples into 4 rings each, dip in lemon water to keep from browning. Cut faces in each apple ring: top each patty with an apple "face." Serve on hamburger buns. Serves 8.

Peek-A-Boo Treat

PEEK-A-BOO EGGS
(6 servings)

6 slices enriched white bread
Butter
6 eggs
Salt and pepper

Cut hole in middle of each bread slice with 2-inch biscuit cutter. Fry each slice in 1 tablespoon butter until golden brown. Turn, melt more butter if desired for even color.

Slip egg into center of hole. Salt and pepper to taste. Fry about 3 minutes, turn and fry 2 minutes or until egg is cooked on other side.

Raley's SUPERMARKETS

Midwest, Cornfed Pork Sale!

Fresh, M... Cornfed Hampsh... Type Pr...

FRESH PICNIC ROAST
ROYAL HAMPSHIRE LEAN SHOULDER SHORT SHANKS
GREAT CORNFED FLAVOR
Lean shoulder cuts from Royal Hampshire Premium Cornfed porkers. All excess fat and bone has been removed for good eating and easy carving. You'll love the fantastic old fashioned flavor of cornfed pork! This week at Raley's .....
69¢ lb.

COUNTRY STYLE SPARERIBS
ROYAL HAMPSHIRE PREMIUM
These thick 'n meaty beauties are loaded with cornfed goodness!
98¢ lb.

LARGE LOIN PORK ROAST
END-ROYAL HAMPSHIRE
Big, luscious 2½-3 lb. average. Fresh, lean, butter tender!
98¢ lb.

CENTER CUT PORK CHOPS
ROYAL HAMPSHIRE PREMIUM
Tender, meaty center cut rib chops. Excess fat and bone removed.
1.29 lb.

Boneless Pork BUTT ROAST
ROYAL HAMPSHIRE PREMIUM
A boneless, meaty roast priced to please your taste and your budget!
89¢ lb.

FRESH LEG OF PORK
ROYAL HAMPSHIRE PREMIUM
Shank half or Butt portion. Also known as fresh ham. The flavor is fantastic!
98¢ lb.

FRES... SPA... ROYAL... Delicious, smal... Cornfed Iowa...

PORK CHOPS Center cut Loin thin or thick cut. Cornfed	lb. 1.49	GOURMET CHOPS Lean & boneless. Midwest, cornfed pork	lb. 2.98	PORK LEG ROAST Fresh, boneless cornfed pork	lb. 1.39	FRESH HOCKS Midwest, cornfed Royal Hampshire pork	lb. 69¢	LINK SAUSAGE Delicious Victor brand Fresh & sassy	lb. 1.15	PORK... Fresh, midwest cor...	
PORK STEAKS Fresh pork Butt. Midwest, cornfed pork	lb. 98¢	LOIN ROAST Fresh center cut from midwest cornfed porkers	lb. 1.29	PORK SIDE Fresh, cornfed pork by the piece	lb. 1.09	NECK BONES Midwest, cornfed Royal Hampshire, meaty pork	lb. 49¢	PORK TAILS Fresh, midwest cornfed Royal Hampshire pork	lb. 39¢	PORK... Fresh, midwest cor...	
LOIN STEAKS Large Loin, family pack. Cornfed pork	lb. 1.09	PORK LEG Bone-in steaks. Cornfed boneless steaks-lb. 1.49 lb.	lb. 1.39	PORK SAUSAGE Fresh, seasoned, country style from cornfed pork	lb. 79¢	PORK FEET Fresh, midwest, cornfed Royal Hampshire Pork	lb. 59¢	PORK LIVER Fresh, midwest, cornfed Royal Hampshire pork	lb. 49¢	PORK... Fresh sliced cornfed	

SUPER BONUS BUYS

JUMBO DASH
Detergent. Incl. 3¢ off Jumbo Size Reg. 3.17
2.69

CHEERIOS CEREAL
15 oz. Package Reg. 83¢
73¢

SHORT'NING
Fluffo brand 3 lb. can Reg. 1.94
1.72

Super Low Everyday Shelf Prices

CAMPBELL MUSHROOM SOUP 4 oz.	22¢
BRIM INSTANT DRIED COFFEE 6 oz.	$2.73
SANKA FREEZE DRIED COFFEE 6 oz.	$2.73
MAXWELL HOUSE FREEZE DRIED COFFEE 1 lb. can	$1.24
MAXWELL HOUSE COFFEE 2 lb. can	$2.19
MAXWELL HOUSE COFFEE 3 lb. can	$3.24
MAXWELL HOUSE INSTANT COFFEE 6 oz.	$1.49
MAXWELL HOUSE INSTANT COFFEE 10 oz.	$2.05
YUBAN COFFEE 2 lb. can	$2.49
YUBAN INSTANT COFFEE 6 oz.	$2.73
MAXIM INSTANT COFFEE 4 oz.	$1.39
MAXIM INSTANT COFFEE 8 oz.	$2.69
CRYSTAL PURE ORANGE JUICE qt.	43¢
CRYSTAL YOGURT (all flavors) ½ pt.	4 FOR $1
CRYSTAL BUTTERMILK qt.	32¢
CRYSTAL SOUR CREAM ½ pt.	36¢
MRS. SMITH'S FROZEN PIE SHELLS 9 in. size	62¢
C & W FROZEN CHINSES PEA PODS 6 oz.	59¢
CHINESE PEA PODS C&W FROZEN (with chestnuts) 6 oz.	59¢
C & W FROZEN PEAS Petite 10 oz.	46¢
C & W FROZEN VEGETABLES Monterey 10 oz.	46¢
C & W FROZEN VEGETABLES Italian Style 10 oz.	46¢
VALENCIA FROZEN ORANGE JUICE C & W 8 oz.	39¢
RED'S FROZEN TAMALES 24 oz.	91¢
LUCCA FROZEN RAVIOLIS 12 oz.	67¢
WOOLITE SPRAY RUG CLEANER 22 oz.	1.57

plus thousands more:

SAVE 5¢ BEEF HASH Mary Kitchen 15 oz. Reg. 84c 79¢	SAVE 20¢ LONG GRAIN RICE S & W 28 oz. Reg. $1.05 85¢	SAVE 5¢ PECAN SHORTBREAD Nabisco 14c Reg. 98c 93¢

SAVE WITH BONUS BUYS
Raley's Special Bonus Buys reflect special manufacturer's discounts which are offered to us. We in turn pass these savings on to you.

SAVE 4¢ DEL MONTE DRINK Pineapple-Grapefruit 46 oz. Reg. 51c 47¢	SAVE 3¢ Marshmallow CREME Kraft 7 oz. Reg. 52c 49¢	SAVE 5¢ CHIPS AHOY Nabisco Reg. 14½ oz. Reg. 98c 93¢
SAVE 3¢ VIENNA SAUSAGE Armour 5 oz. Reg. 41c 38¢	SAVE 5¢ NABISCO TRISCUITS 9½ oz. Reg. 78c 73¢	SAVE 9¢ ARMOUR TREET 12 oz. Reg. 94c 85¢
SAVE 4¢ HAMBURGER HELPER Betty Crocker 8 Kinds Reg. 69c 65¢	PLUS LOTS MORE IN STORE BONUS BUYS	SAVE 3¢ ONION SOUP MIX Lipton 2 Pak. Reg. 53c 50¢
SAVE 11¢ SPAGHETTI SAUCE Ragu 32 oz. 3 Kinds Reg. $1.26 $1.15	SAVE 5¢ COCOANUT CHIPS Nabisco 14 oz. Reg. 98c 93¢	SAVE 19¢ DRY MILK Carnation 8 qt. Reg. $1.98 $1.79

More Bonus Buys!

Hydrox Cookies Sunshine, 20-Oz. Reg. 89¢	84¢
Air Freshener Days Base. All scents. 6-oz. Reg. 82¢	77¢
Mushrooms B.H. Stems, Pcs. 4-Oz. Reg. 33¢	3/1.00
Pork & Beans Bonnie Hubbard. 2½-Size. Reg. 57¢	52¢
Chunk Tuna Bonnie Hubbard. ½'s. Regular 51c	47¢
Blackeye Peas Bonnie Hubbard. 300 Can. Reg. 29¢	27¢
Beans Bonnie Hubbard. Fr. Cut. 9-Oz. Reg. 34¢	29¢
Spinach Bonnie Hubbard. Leaf. 12-Oz. Reg. 21¢	17¢
Vegetables Bonnie Hubbard. Mixed. 10-Oz. Reg. 32¢	29¢
Vegetables Bonnie Hubbard. Italian. 20-Oz. Reg. 68¢	62¢
Whip Topping Bonnie Hubbard. 10-Oz. Reg. 55¢	51¢
Popcorn Jolly Time. Yellow or white 2-Lb. Reg. 61¢	59¢
Caramels Kraft. Asst. 14-Oz. Pkg. Reg. 65¢	59¢
Shrimp East Point. Tiny. 4½-Ozs. Reg. 91¢	87¢
Dish Powder Electro-Sol. Dishes. 33-Ozs. Reg. 78¢	68¢
Pea Soup Anderson. Split 303 Size. Reg. 40¢	36¢
Kitchen Bags Hefty. Tall type Pkg. 15. Reg. 89¢	72¢
Can Liners Hefty. Trash. Pkg. of 10. Reg. $1.39	1.09
Potatoes Ore Ida Hash Br. Frozen 2-Lb. Reg. 80¢	75¢
Loaf Bread Bridgeford. Frozen. Dems. 5-Lb. ¼-Oz. Reg. 16¢	15¢
Sausage Pizza Totino's Frozen 12½-Oz. Pkg. Reg. 95¢	83¢
Frozen Dinners Rosarita, all Var. Package Reg. 68¢	64¢
Bread Mixes Pillsbury 5 Varieties 17 oz. Reg. 76¢	69¢
Stuff-N-Such Uncle Ben s 6 oz. Reg. 56¢	49¢

GRAPEFRUIT
Large, Florida Ruby Reds
Sweet-n-Juicy
Pink and prime and loaded with juicy, tart goodness. They're thin-skinned and rich in vitamin C. For a zesty taste treat, stock up today at Raley's!
5 FOR $1

CRAN-BERRIES
Ocean Spray Fresh, red-ripe dark beauties. For holidays or any meal!
35¢ pkg.

RIPE BANANAS
Mellow, sweet, butter smooth fruit. They're plump and firm and great anytime.
19¢ lb.

BANANA SQUASH
Tender, young, milk flavored variety. The delicate flavor is delicious.
10¢ lb.

GREEN PEPPERS
Large, Fresh, crisp, crunchy. Perfect for stuffing, salads and stews.
29¢ lb.

FRESH SPINACH
Crisp and curly greens. Rich in iron and minerals. Loaded with vitamin A.
23¢ bu.

YELLOW ONIONS
Fresh, firm and milk flavored. Add zip to your soups, stews and roasts
12¢ lb.

V.I.P. Brand
GIN OR VODKA
80 Proof. Your Choice. Quart Size.
3.99

BOURBON Pine Valley brand. 80 proof Quart size	4.49	WHISKEY Imperial brand Quart size Save 65c 86 Proof	5.49
BOURBON Old Crow brand. 86 proof. Half Gal. Save $1.00	11.99	BOURBON Walkers Deluxe 86 proof. Fifth Save 50c	5.49
WHISKEY "7" Crown brand. 86 proof. Half Gal. Save $1.00	11.99	"OLD SMUGGLERS" Scotch 86 proof Full Quart	6.99

Deli...
SLICED BA...
SLICED BA...
ARMOUR ...
'ARMOUR ...
BEEF PATT...
PORK PAT...
VEAL PAT...
SLICED CH...
BISCUITS
RED SNAP...
BIT-O-SHR...
TURBOT F...
FRESH SO...
FRESH OY...

PRIC...
400 El C...
Rosevill...
San Jua...
10385 F...
Madison...
Madison...

Safety Tips For Trick-Or-Treaters

Halloween -- the mystical night when ordinary little boys and girls are transformed into goblins, ghosts and witches; fleeting from door-to-door threatening trick, but hoping for treats, is traditionally a "fun" time for young and old.

However, all too often, this special night has been marred by accidents due to poor planning, neglect or malicious acts.

Are you and your children ready for "Trick or Treat?"

Winchell's Donut House, in the interest of community safety, and in conjunction with major law enforcement groups, has combined Halloween Safety with the fun of a new Witch Chase Game to teach safety to youngsters, and alert parents of potential Halloween hazards.

The following "Trick or Treat" safety tips will help your family have a fun and safe Halloween:

1. Avoid risky roadways, especially at dusk.
2. Observe all usual safety precautions regarding rules for walking, i. e. look both ways before crossing the street; cross only at crosswalks or at corners.
- Don't go to homes of strangers
- Don't go into homes.
- Beware of dogs. Be quiet around dogs.
- Carry a flashlight.
3. Strips of reflective tape, such as seen on car bumpers, etc., should be taped on the back of costumes, or to their trick or treat bags.
4. All costumes should be of flame retardant material.
5. Avoid loose costumes, large bulky trick or treat bags, which can obscure vision, or make the child trip and fall.
6. Wherever possible use makeup instead of masks to avoid obscuring vision.
7. Use hair spray where possible to arrange hair, instead of wigs.
8. Don't carry sharp objects, such as pirate swords, knives, etc.
9. Don't eat or keep any unwrapped candy or treats of any kind.
10. Don't eat any partically wrapped candy.
11. Don't eat candies and treats other than those which are commercially packaged.
12. To avoid disappointing very small children, parents should have on hand previously purchased treats with which to substitute.
13. Fruit should be washed thoroughly and cut into very small pieces, before eating. Do not accept popcorn balls, unless accompanied by a note from the person who prepared them, with their phone number.
14. Parents:
- Know what route your children are taking, know whether any other activities are planned, other than trick or treating.
- Tell the child what time he is to be back home.
- Talk it over with the child before he leaves -- where he is going, what he is going to do and with whom, especially the older child (the younger ones should have an adult with them, or older child to take them).
- Keep trick or treat groups of children to three or four and within the same age group.
- Children should wear normal shoes, rather than high heels which can cause an accident.
- If you do find any treats with dangerous objects in them, call the police immediately! Do not wait until the next day, by which time many other children may have received them, also.
- If you have a large number of children in the same neighborhood or block, a party at one of the homes is recommended as a substitute for the trick or treating, thus avoiding any danger.

Parents are invited to pick up a copy of Halloween Safety Tips and Witch Chase Game Free with any purchase of Halloween decorated donuts or the purchase of any dozen at their local Winchell's Donut House.

As-Salaam-Alakium

(Peace be unto you)

We, the Muslims of Muhammad's Temple No. 73, thank you for your continued patronage. Visit our newest facility, Shabazz Bakery & Coffee Shop, home of the World Famous Muslim bean pie, carrot cakes, blueberry cheese pies, donuts, homemade wheat bread, etc.

We also have great salads.

Drop in and try us, we're sure you'll like us.

SHABAZZ BAKERY & COFFEE SHOP
3711 STOCKTON BLVD.

Fresh, Midwest, Cornfed, Royal Hampshire Meatier Type Premium Pork!

LEG
RK
PREMIUM
wn as fresh ham
¢
lb.

FRESH SMALL SPARE RIBS
ROYAL HAMPSHIRE PREMIUM
Delicious, small size, loaded with lots of tender meat. Cornfed Iowa pork.
98¢ lb.

1.15
39¢
49¢

PORK HEARTS Fresh, midwest cornfed Royal Hampshire pork 79¢
PORK KIDNEYS Fresh, midwest cornfed Royal Hampshire pork 49¢
PORK SIDE Fresh sliced cornfed Royal Hampshire pork 1.19

Deli and Fish Buys

SLICED BACON	Sunnyview Farms 12 oz. pkg.	95¢
SLICED BACON	Sunnyview Farms lb. pkg.	1.15
ARMOUR HOT DOGS	All meat or beef 12 oz.	65¢
ARMOUR HOT DOGS	All meat or beef lb. pkg.	85¢
BEEF PATTIES	Ranch Hand chicken fried	79¢
PORK PATTIES	Ranch Hand chop-shaped	89¢
VEAL PATTIES	Ranch Hand chop-shaped	1.39
SLICED CHEESE	Lite Line Single wrap 12 oz. pkg.	1.09
BISCUITS	Ballard or Pillsbury Reg. or Buttermilk 8 oz. pkg.	2 FOR 29¢
RED SNAPPER	Fresh, delicious fillets	99¢
BIT-O-SHRIMP	Rene brand precooked	1.49
TURBOT FILLETS	Fresh frozen delicious	89¢
FRESH SOLE	Tasty Dover fillets	1.29
FRESH OYSTERS	Delicious Pacific variety 8 oz. jar	1.09

UIT
Reds
$1

Raley's SUPERMARKETS

PRICES GOOD THRU OCT. 29

- 400 El Camino Ave.
- Roseville
- San Juan & Sunset
- 10385 Folsom Blvd.
- Madison & Manzanita
- Madison & Hazel
- 8391 Folsom Blvd.
- 1700 Capitol Ave.
- 4850 Freeport Blvd.
- 14th Ave. & 60th St.
- Watt & Whitney
- Placerville
- El Dorado Hills

LLOW
NIONS
firm and milk
Add zip to your stews and roasts
2¢ lb.

WHISKEY 86 Proof 5.49
BOURBON 5.49
SMUGGLERS" 6.99

IMPORTED BRANDY "Capa Negra" Sandeman 80 proof Fifth 6.29
ITALIAN WINE "Cella" Lambrusco Imported Fifth 2.29
FALSTAFF BEER No-return bottles 11 oz. size 12 pak 2.45

Peanutty Appies, A Ghostly Delight

Bewitch the masquerading ghosts, goblins and witches with Peanutty Candy Apples, popcorn and ginger ale at your Hallowe'en party. Add an eerie jack-o'-lantern which can serve as a popcorn holder and a pixy straw scarecrow to complete the refreshment table.

Make the Peanutty Candy Apples early in the day. Press fresh peanut halves into the coated apples while still hot, if desired. The popular, easy-to-eat party apples will appeal to the ghosts of all ages, because peanut butter is in the candy coating. The peanut butter not only adds good rich flavor but also food nutrients such as protein, thiamin and niacin.

Pop the corn or buy it by the bag, box or can. Pour the ginger ale into paper cups and have paper plates for the corn and apples. Party clean-up time will be nil, and what a thrilling good time it will be for all!

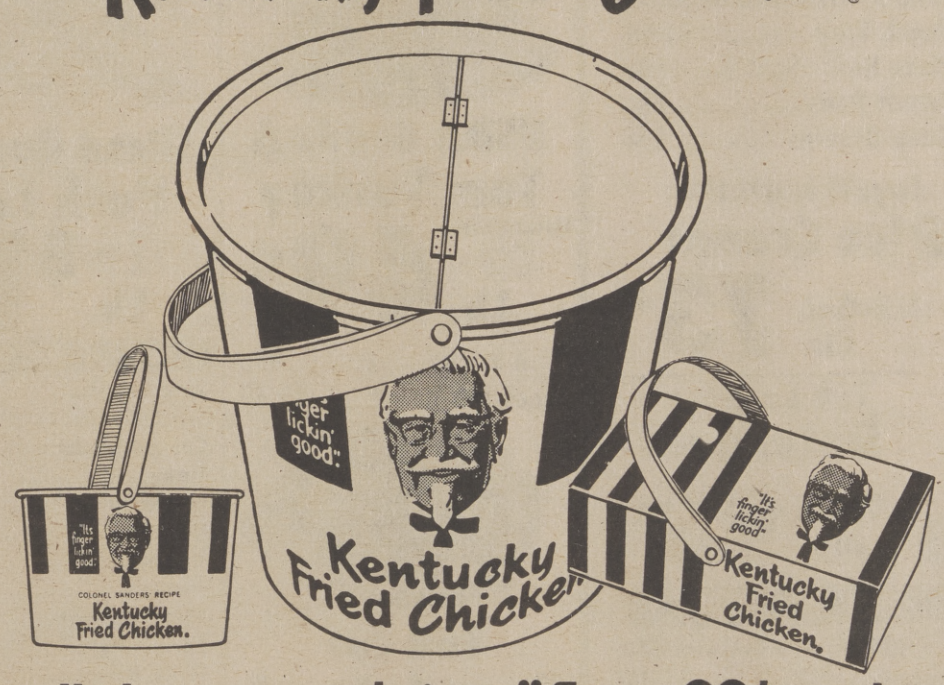
PEANUTTY CANDY APPLES
(Yield: 6 to 8)

3/4 cup Peter Pan Smooth Peanut Butter
6 to 8 eating apples
3 cups sugar
3/4 cup corn syrup
1 cup water

Wash apples and insert a wooden skewer into center of each apple. In a saucepan, combine sugar, corn syrup and water. Heat, while stirring, until sugar dissolves. Continue cooking to 240 degree on a candy thermometer (or when a small amount of the syrup dropped into very cold water forms a soft ball which flattens on removal from water). Remove from heat and stir in peanut butter. Dip each apple into syrup to coat. Stand apples skewer side up on plate to cool.

INSTANT PICNIC

Kentucky Fried Chicken®



"In all shapes and sizes" From 99¢ and up!

Our 99¢ every day Special includes 2 pieces of Finger Lickin' Good Chicken, Cobbette of Corn, Mashed Potatoes and Gravy, and a Roll. Our Regular Boxes, Buckets, Barrels with all the fixin's make a perfect Instant Picnic.

EXTRA CRISPY & ORIGINAL RECIPE
"THEY'RE BOTH FINGER LICKIN' GOOD"

Kentucky Fried Chicken®

3119 BROADWAY

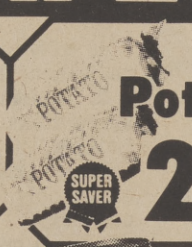
SAVE MONEY...SHOP SAFEWAY

Grade AA
Fresh Butter
Lucerne 1-lb. Pkg. **80c**

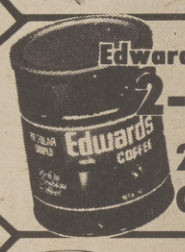
Serving Suggestion
Cream O'the Crop – (Medium—59c)

Grade AA Large Eggs
Dozen Carton **66c**

Town House
Apple Cider
Gallon Jug **$1.49**



Mrs. Wright's
Potato Bread
2 24-oz. Loaves **79c**



Edward's Vacuum Packed
2-lb. Coffee
2-lb. Can **$2.15**

SuPurb Blue
Detergent
49-oz. Box **79c**

Regular or Hot
Nalley's Chili
Con Carne w/Beans 15-oz. Can **49c**

Skippy–Assorted
Dog Food
6 15-oz. Cans **$1**

Scott
Bath Tissue
5 Rolls of 1000 **$1**

8-inch

Bel-air
Apple Pie
24-oz. Pkg. **49c**

Gardenside
Tomatoes
4 16-oz. Cans **$1**

Antiseptic Mouthwash
Listerine
20-oz. Bottle **99c**

California Golden
Delicious Apples
4-Lb. Bag **59c**

Fancy Pumpkins
For Jack O' Lanterns And Pies
Lb. **4c**

Raisins Town House Snack Pack 6 ½-oz. Pkgs. **39c**

Avocados Large Size From Florida Each **39c**

Sunkist Lemons 3 for 29c
Banana Squash Thick Meated Lb. 9c
Noodles Fresh, Chinese or Japanese Style 16-oz. Pkg. 47c

Orange Juice Safeway 1/2-Gal. Jug $1.09
Fresh Dates Waldorf Brand Zahidi's 1/2-lb. Bag 98c
Plant Food Liquid – Schultz Brand 5½-oz. Btl. 59c

Banquet–"Man Pleaser"
SUPER SAVER **Dinners**
17-oz. Pkg. **89c**

Homo. Milk Lucerne Vitamin D ½-Gal. Carton 68c
Two Ten Milk Lucerne ½-Gal. Carton 68c
Lucerne Milk Concentrated Quart Carton 89c
Choc. Milk Lucerne ½-Gal. Carton 68c
Puddings Lucerne – Asst. 16-oz. Carton 55c
Half & Half Lucerne (Sour 49c) Pint Carton 33c
Yogurt Lucerne – Low-Fat ½-Pint Carton 28c
Orange Juice Lucerne Pure Quart Bottle 55c

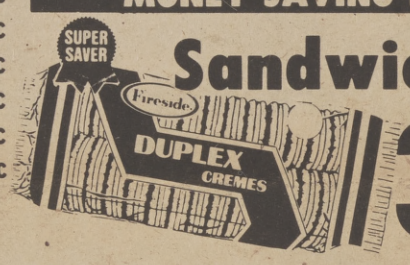
SUPER SAVER **Hair Spray**
Aqua Net
13-oz. Can **55c**

EVERYTHING FOR YOUR SHOPPING PLEASURE

Bayer Aspirin Safeway Tablets Bottle of 100 74c
Sharp Cheddar Safeway Cheese Lb. $1.65
Kleenex Facial Tissue – 2 ply Pkg. of 200 47c
Snowy Bleach Powdered 26-oz. Pkg. 93c
Detergent SuPurb Blue 84-oz. Pkg. $1.35
Dog & Cat Food Skippy 26-oz. Can 32c

Shampoo Earth Born – All Varieties 8-oz. Bottle 77c
Alka Seltzer Plus Pkg. of 20 95c
Alka Seltzer Plus Pkg. of 36 $1.54
Antiseptic Listerine 32-oz. Btl. $1.19
Sinarest Tablets Bottle of 20 $1.18
Talc Powder Cashmere Bouquet 10-oz. Pkg. 75c

MONEY SAVING LOW PRICES



Sandwich Cookies
3 Fireside – Cremes 8.5-oz. Pkgs. **$1**

Black Tea Bags Canterbury Pkg. of 48 63c
Cheerios Cereal 15-oz. Pkg. 85c
Muffin Mix Betty Crocker – Wild Blueberry 13½-oz. Pkg. 69c

Yuban Coffee Instant 8-oz. Jar $1.89
Ital. Dressing Wishbone 16-oz. Bottle 85c
Beef Stew Dinty Moore 40-oz. Can $1.49
Canned Hash Mary Kitchen Corned Beef 15-oz. Can 79c
Beef Stew Nalley's 15-oz. Can 66c
Fruit Cups Del Monte Cocktail or Peaches 4 5-oz. Cans 72c

FROZEN FOOD VALUES

Onion Rings Moor-Ring 32-oz. Bag $1.79
Jeno's Pizza Pizzeria – Sausage 18-oz. Pkg. $2.09
Snack Tray Jeno's 7¼-oz. Pkg. $1.05
Pizza Rolls Jeno's – Sausage or Pepperoni 6-oz. Pkg. 59c
Sweet Peas Bel-air 32-oz. Bag 89c
Hash Browns Bel-air Potatoes 32-oz. Bag 69c

Joyett Imitation
SUPER SAVER **Ice Cream**
1/2-Gal. Ctn. **73c**

Fab Laundry
Detergent
SUPER SAVER 49-oz. Pkg. **98c**

CHECK THESE VALUES

Calgonite Dishwasher Detergent 35-oz. Pkg. 88c
Cheese Mild Cheddar Safeway Lb. $1.35
Sauce Chef-Boy-Ar-Dee – Spaghetti w/Meat or Mushrooms 15-oz. Can 45c
Spaghetti Chef Boy-Ar-Dee – Dinner w/Meat 19½-oz. Pkg. 83c
Deluxe Tools Assortment Each $1.39
Whisk Broom Each 88c
Tool & Utility Box Each $1.19

Serving Suggestions

USDA Grade A Tom Turkey
Manor House (Hens Lb. 55c)
Lb. **49c**

Fish Sticks Precooked Lb. 98c
Beef Rib Roast Lb. $1.59

Full Cut Round Steak
BONE-IN (Boneless) (Lb. $1.28)
Lb. **$1.08**

Sliced Quarter Pork Loin
Family Pack
Lb. **$1.08**

FINE SAFEWAY MEATS

Beef Bologna Dubuque Sliced 1-lb. Pkg. 99c
Luncheon Meat Dubuque Sliced 1-lb. Pkg. 99c
Cooked Salami Dubuque Sliced 1-lb. Pkg. 99c
Turkeys Manor House Self Basting, Toms Lb. 66c
Italian Salami Galileo 8-oz. Pkg. $1.44
Italian Salami Galileo 13-oz. Pkg. $1.99
Italian Salami Capri 4-oz. Pkg. 67c
Franks Oscar Mayer Skinless: Beef or All Meat 1-lb. Pkg. 99c
Sliced Bologna Oscar Mayer Beef or All Meat 12-oz. Pkg. 99c
Variety Pack Oscar Mayer Round or Square 12-oz. Pkg. $1.39
Sliced Bologna Oscar Mayer Beef or All Meat 8-oz. Pkg. 69c
Salami Oscar Mayer Beef or Cotto 8-oz. Pkg. 79c
Catfish Steak Captain's Choice Breaded 12-oz. Pkg. 99c
Salmon Roast Great Treat! Lb. $1.49
Cut Up Fryers Trophy Brand Lb. 49c
Beef Rib Steak USDA Choice Lb. $1.98
Sliced Ham Leo's 4-oz. Pkg. 79c

Regular Ground Beef
Any Size Pkg. (Premium – Lb. $1.29)
Lb. **69c**

Pork Roast Shoulder Arm Picnic Lb. 66c
Fried Chicken Swanson 1-lb. Box $1.69

Blade Cut Chuck Roast
(7-Bone) Roast – Lb. 86c)
Lb. **68c**

Cottage Cheese
Lucerne – Sm. or Lg. Curd, Low-Cal.
Pint Carton **61c**

SUPER SAVER Juice Apple, Tree-Top Unfiltrated 64-oz. Bottle $1.02
Quick Oats Safeway 42-oz. Pkg. 92c
SUPER SAVER Cookies Sunshine Hydrox 20-oz. Pkg. 74c
Cheese Kraft Squeeze-A-Snack Garlic, Bacon, Swiss, Amer., Sharp, Hickory 6-oz. Tube 63c
Coffee Maxwell House 2 lb. Can $2.19
Instant Coffee Maxwell House 10-oz. Jar 2.05
SUPER SAVER Dial Bath Soap 5-oz. Bar 32c

Lux Liquid
SUPER SAVER Detergent 32-oz. **87c**

IN-STORE BAKERY

Asst. Fresh **Cookies**
3 Dozen **$1.39**

Donuts Cake, Applesauce with Icing 6 for 66c
Cake Caramel Marshmallow Large 8" Single Layer Ea. $1.59
Bread Sheepherder Fresh Baked 1½ Lb. Loaf 59c
Pumpkin Pie Cream 8 Inch Each 99c

(Available only in stores with Bake Shop)

ALL SAFEWAY STORES WILL BE
OPEN VETERANS DAY
MONDAY, OCTOBER 28th

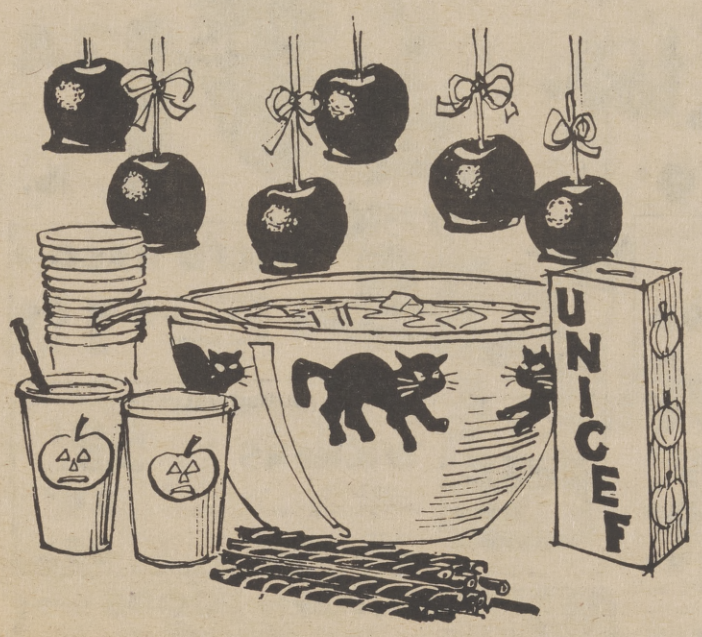
Prices effective today thru Sat., Oct. 26th in Sacramento.

SAFEWAY

Copyrighted 1960, Safeway Stores Inc.

Sales in Retail Quantities Only

Candied Apples For Halloween



When would-be goblins and ghosts come calling on Halloween on behalf of UNICEF, they deserve a treat. Try these easy to make recipes for punch and candied apples using Kool-Aid soft drink mix.

CANDIED APPLES

1 cup sugar
1 cup water
2/3 cup light corn syrup
1 envelope unsweetened soft drink mix, any red flavor
6 to 8 medium apples
Wooden skewers

Combine water, sugar and corn syrup in saucepan. Bring to a boil over medium heat, stirring until sugar is dissolved. Continue boiling without stirring, until mixture forms brittle threads that break easily when removed from cold water, (or to a temperature of 290 degrees). Remove from heat; blend in soft drink mix. Place pan over hot water to help prevent syrup from hardening. Insert skewers into apples at stem end, and dip, one at a time, in syrup; turn to cover evenly and let excess syrup run off. Place on tray or wax paper to harden -- about 30 minutes. Makes 6 to 8 apples.

HALLOWEEN PUNCH

1 envelope orange unsweetened soft drink mix
1 cup sugar
1/2 cup lemon juice
1-1/2 cups apricot nectar
2 quarts water with ice cubes
20 licorice candy sticks

Combine soft drink mix, sugar, lemon juice, apricot nectar, and water with ice cubes in a large pitcher or punch bowl. Stir until soft drink mix and sugar are dissolved. Serve with licorice stick stirrers. Makes 2-1/2 quarts or 20 servings.

NOTE: Unsweetned soft drink mix should be prepared in a plastic or glass container.

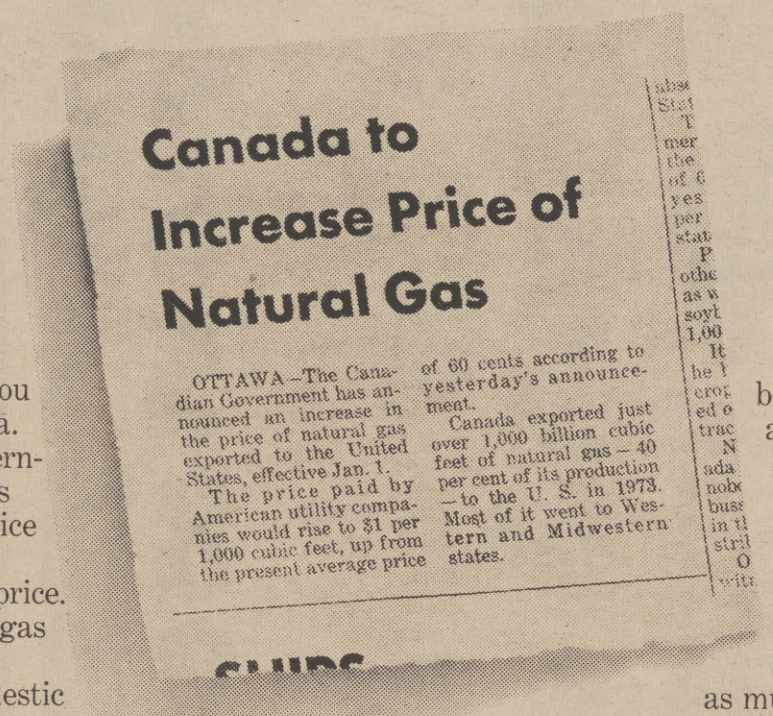
CHICKEN KING
Family size
Single orders
Bucket-o-chicken
Fish and Prawns
3449 RIO LINDA BLVD
AT NOGALES IN DEL PASO HEIGHTS
TAKE HOME
PROBABLY THE BEST FOOD AROUND
PHONE 922-5761

Much more flavor
and it's made in Sacramento

the richer, redder tomato juice from the Heart of California

SACRAMENTO FOODS DIVISION OF BORDEN, INC.

THE NEW PRICE FOR CANADIAN NATURAL GAS IS THE REASON WE HAVE ASKED FOR HIGHER GAS RATES



Canada to Increase Price of Natural Gas

OTTAWA—The Canadian Government has announced an increase in the price of natural gas exported to the United States, effective Jan. 1.

The price paid by American utility companies would rise to $1 per 1,000 cubic feet, up from the present average price of 60 cents according to yesterday's announcement.

Canada exported just over 1,000 billion cubic feet of natural gas—40 per cent of its production—to the U. S. in 1973. Most of it went to Western and Midwestern states.

About 40% of the natural gas you get from PG&E comes from Canada.

In January, the Canadian Government will raise the price of this gas by 53%. This follows a Canadian price increase of 83% just last July.

We must pay the new, higher price. If we don't, Canada will divert the gas to users in Canada.

We cannot replace it from domestic sources. There is already a U.S. shortage. No less-costly foreign gas is available. Even an all-out conservation effort could not make up for a 40% loss of supply.

We cannot meet the added cost of Canadian gas without an offsetting rate increase.

So we have applied to the California Public Utilities Commission for permission to raise our gas rates by approximately $151 million a year, starting in January.

Every penny of it is to offset the higher cost of Canadian gas. It is not a request for an increase in PG&E's rate of return (profit).

The typical residential gas bill would be raised 15%, or about 6¢ a day averaged over the year.

We regret having to ask for this increase. Higher utility bills, we know, are a serious burden to our customers.

We are continuing to work hard to be efficient and hold down rates as much as possible. But we cannot make up cost increases of this size no matter how efficient we are.

These are times of mounting energy costs. We urge you again to conserve energy. This will help you to keep your PG&E bill down.

Helpful information and booklets on saving gas (and electricity) are available to you at all PG&E offices.

PG and E

Halloween Holiday Food Savings Hits

THE BEE FALL FOOD FESTIVAL
GET COUPONS FOR CASH AWARDS HERE

All at Jumbo's FAMOUS DISCOUNT PLUS!

THANK YOU FOR SHOPPING AT YOUR INDEPENDENT GROCERY STORE

Where Shopping Is A Pleasure

JUMBO DISCOUNT SUPER MARKETS

- 24th STREET and FLORIN ROAD
- POWER INN and FLORIN ROADS
- 2711 EL CAMINO near FULTON
- 35th AVE. and SOUTH LAND PARK DRIVE
- 1055 NORTH FIRST STREET, Dixon

PRICES ALSO EFFECTIVE at JUMBO in DIXON

SMOKED HAM

Goehring Victor Brand Finest Dry Mild Cured

SHANK PORTION **79¢ lb.**

CENTER SLICES ..... $1.39 lb.
WHOLE or BUTT PORTION ... 89¢ lb.

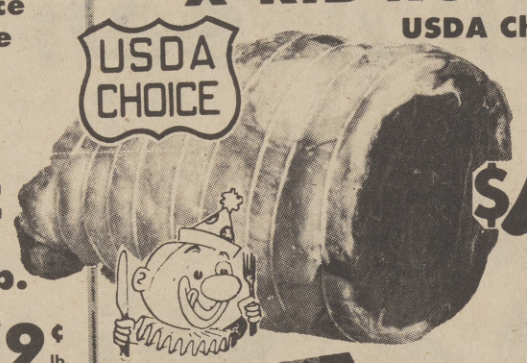
CHUCK ROAST

USDA Choice Extra Value Trimmed

BLADE CUT **67¢ lb.**

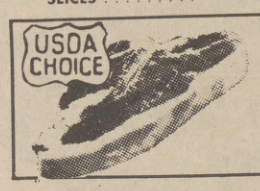
7-BONE CENTER CUT .. 79¢ lb.

X-RIB ROAST



USDA Choice Lean Boneless Rolled

$1.34 lb.



USDA Choice Extra Value Trimmed

STEAKS

- PORTERHOUSE
- T-BONE • CLUB
- SIRLOIN Semi-Boneless

$1.84 lb.

Fresh Frozen Fancy White

JUMBO PRAWNS $1.98 lb.

SLICED BACON

Jumbo's Own Finest Mild Cured 1st Grade **$1.09 lb.**

USDA Choice Well Trimmed CHUCK STEAK	89¢ lb.
USDA Choice Real Lean Meaty YANKEE POT ROAST	$1.14 lb.
USDA Choice Real Lean Meaty ENGLISH SHORT RIBS	$1.14 lb.
USDA Choice Well Trimmed STANDING RIB ROAST	$1.39 lb.
USDA Choice Real Lean All Meat BEEF ROAST BRISKET OR HEEL OF ROUND	$1.29 lb.
Fresh Tender Skinless SLICED YOUNG BEEF LIVER	79¢ lb.
Goehring Victor Brand Finest PURE PORK LINK SAUSAGE 8 OZ. PKG.	2 FOR 89¢
Ocean Fresh FILLET OF SOLE	$1.29 lb.

MADE-RITE FINEST JUMBO VALUES!

Regular or Beef WIENERS 12 OZ. PKG.	59¢ ea.
SLICED BOLOGNA, SALAMI, SPICED LUNCH MEAT 12 OZ. PKG.	79¢ ea.
BOLOGNA, SALAMI, LIVERSAUSAGE CHUBS 13 oz	89¢ ea.

FROZEN FOODS

ORANGE JUICE — TV 6 OZ **5 FOR $1**

ICE CREAM — Crystal ½ GAL. **89¢**

More "JUMBO EXTRA VALUES"

Ajax **CLEANSER** 14 OZ. **17¢**

Ajax **LIQUID DISH DETERGENT** 22 OZ. **55¢**

Fritos **B.B.Q. CORN CHIPS** 9 OZ. **43¢**

Betty Crocker **HAMBURGER HELPER** PKG. **53¢**

Lawry's **SEASONING MIXES** All Varieties PKG. **5 FOR $1**

Calo **CAT FOOD** All Varieties 6½ OZ. **8 FOR $1**

Calo **DOG FOOD** 15 OZ. **8 FOR $1**

CHUNK KIDNEY DOG FOOD	Kal Kan 14 oz.	39¢
CHUNK LIVER DOG FOOD	Kal Kan 14 oz.	39¢
BOWL CLEANER	Blue Boy 9 oz.	59¢
BATHROOM CLEANER	Fantastik 17 oz.	53¢
FABRIC SOFTNER	Cling Free 13 oz.	$1.89

APPLE CIDER	TreeTop ½ gal.	89¢
TOMATO JUICE	Glorietta 46 oz.	39¢
NON-DAIRY CREAMER	Coffee Mate 11 oz.	85¢
PORK AND BEANS	Van Camp's 20 oz.	39¢
CHIPS AHOY COOKIES	Nabisco 14 oz.	85¢

SPAGHETTI SAUCE	Chef Boy-Ar-Dee with Meat or Mushroom 15 oz.	41¢
PLAIN CHILI	Dennison's 15 oz.	69¢
TINY SHRIMP	Ocean Beauty 4½ oz.	69¢
DEVILED HAM	Underwood 7 oz.	79¢
INSTANT BREAKFAST	Carnation 10 ct.	$1.25
INSTANT MILK	Carnation 8 qt.	$1.69

VALUABLE COUPON

Hills Bros. COFFEE 2 lb. Can **$1.95** WITH COUPON

2nd purchase or without coupon $2.29
Void after Oct. 29, 1974
Good only at JUMBO MARKETS

PIE SHELLS	Mrs. Smith's 9 inch	53¢
HASH BROWNS	Ore Ida 32 oz.	55¢
APPLE CIDER	TreeTop 16 oz.	59¢
SAUSAGE PIZZA	Totino's 14 oz.	79¢
COOKED SHRIMP	Harvest of the Sea 7 oz.	89¢

"JUMBO EXTRA VALUE" Prices Effective thru Oct. 29.
STOREWIDE DISCOUNT SHELF PRICES EFFECTIVE EVERY DAY!

FRESH PRODUCE

Large Selection **HALLOWEEN PUMPKINS** LB. **5¢**

Long Green Crisp **CUCUMBERS** EA. **10¢**

Large Red Ripe Solid **TOMATOES** LB. **29¢**

Farm Fresh **SPINACH** 2 BUN. **39¢**

Apple Hill Calif. **Golden Delicious APPLES** 5 LBS. **99¢**

Cara Mia MARINATED **ARTICHOKE HEARTS** 6 OZ. JAR **49¢**

SAEOC SCENE

SACRAMENTO AREA ECONOMIC OPPORTUNITY COUNCIL

JOHN W. ROBINSON
Executive Director

MICKIE REINALDO
Public Information Officer

Candidate Declarations Available

Since 1973 the SAEOC has encouraged total community participation in its programs by incorporating its election of Board members from the private community with the November Statewide election.

Declarations of Candidacy can be obtained at the Office of the County Clerk, Elections Division, 1021 "J" Street, Sacramento, California.

One representative on the private community from each of the 5 supervisorial districts will be elected to serve for a term to expire December 30, 1976.

Qualifications for the Representatives of the Private Community as set forth in the by laws of the SAEOC are as follows:

1. The candidate shall have been a legal resident of said District for a period of one year prior to his or her candidacy.
2. The candidate shall have been a legal resident of said District for a period of one year prior to his or her candidacy.
3. The candidate shall file a Declaration of Candidacy statement with the County clerk on or before 5:00 p.m., August 30, 1974.
4. The candidate shall not be employed in or an officer in any OEO funded project.
5. The candidate shall not be related, as defined in OEO regulations, to anyone employed by the Sacramento Area Economic Opportunity Council or its delegate agencies.
6. The candidate shall be dedicated to alleviating poverty and the causes of poverty.
7. The candidate shall have some experience with organizations working with the problems or the poor and minority groups.
8. The candidate shall be from business, labor, minority groups, civic organizations, religious, social service agency or a fraternal organization and at the time of filing for candidacy shall present a letter from such organization stating that the candidate is the nominated representative of such organization.
9. The candidate may not have been convicted of a crime of moral turpitude from which he or she has not been released from parole.
10. The candidate may not have a membership in a subversive organization as determined by the Attorney General of the United States.

Candidates Rap

DISTRICT 1

O.W. Clanton
'Because I believe in human being's welfare and I am very much dedicated to helping the poor people in our community and trying to find a solution to proverty. I do think I know the needs of the people in our community and what they want: jobs and a chance to live their lives.

I was the first FONO president and also SAEOC Board president. I helped build low income housing for the poor in Sacramento: Kennedy Estates. At one time I was vice chairman of the Sacramento Urban Coalition and have been on the Board of Legal Aid and I do know the functions and responsibilities of a Board.'

Ella L. Cry
'To get a clear and better understanding of the inner-workings of the board, and to bring on a better communication to the parents and the preschool as a whole.'

William G. McGinnis
'Having served on the Board of Directors of a Community Action program, an ancillary Manpower Planning Board, a Hire the Handicapped Board, a Neighborhood Youth Corps program plus being involved with the Rent-A-Kid program, various minority career development programs and upward bound development in northwest Florida and and southern Alabama. Prior to any participation in community development programs I served an apprenticeship in being poor for 20 years in Chicago's inner city and having been involved in developing programs which help people plus allow them to develop pride in themselves has been my greatest experience. Now I wish to continue that relationship with Sacramentans."

Raymond E. Vandergriff
Knowledge of the opportunities and realities of the American free enterprise system and experience in public schooling and education for work and academic achievements.'

John Reynolds
'I believe all of us have a duty to God and our Country to help other people at all times, not just because of citizenship but as human beings. I contended, our government at the national levels as a duty to solve related problems to proverty, sanitation, nutrition, environment and housing when the state, city and county governments fail to do so.'

district 2

Aubrey J. Hammond
'I feel that if CAA is to survive in HEW, it must create an active support group that can be effective in substaining long range political support. I believe that it is also important for CAA to operate in an efficient manner in the implementation of policies and the distribution of funds. Such organizational requirements are of absolute necessity with the present Administration who placed excessive values on organizational efficiency in their effort to destroy OEO completely. I feel that I have the necessary background and deep concern for the needs of poor people to make meaningful contributions in achieving the ends of SAEOC to survive and help give poor Americans some hope in life.'

Rev. William Hights
'After many hours of praying and thinking of the many ills that confronts us in this confused decade, I decided that I would run for a Board of Director member of the Supervisorial District #2. I'm not seeking this position on the ground that I'm an expert in the field of politics but I'm dedicated to the idea of helping others - regardless to Race, Creed or Color.

I'm further concerned about being a part of the SAEOC Board because it has been my privilege to be born and raised up in poverty. I have seen the poor oppressed by the rich and many times by those in political power. Oh yes, I'm deeply concerned about the underprivileged feeling wanted and a part of this vast society. If I'm elected I shall do my utmost to take with me respect, earnest, concern, and devoting to mankind regardless to Race, Creed or Color.'

Frank Valdes
'Engineers, as a rule, do not participate in people-oriented affairs. I wish to participate in my community by helping those less fortunate than myself. My experience in engineering, minority employment coordinator work and bi-cultural heritage would be of value to the board in arriving at some of it's decisions.'

Ruth T. Woods
'I would have 12 years of experience in Administration/Consultant capacity working with minority aged groups, and would like to create a climate in the Oak Park and Glen Elder area that will accomplish more and better services for minority aged.'

Helen C. Peterson
'I would like to serve on the Board because I believe I have an understanding of the problems in District #2. I would bring a true grit-level awareness of the needs of the grass-roots people so under-represented now and a sincere concern for the social services so necessary for their well being. I've been a Sacramento resident 27 years, active in scouting, church, schools and Retarded Children's Association.'

Naaman Brown
'The Community Action Program was established to be an advocate for the poor. Advocacy can take many forms. But advocacy cannot be silent or stilled. The CAP needs many and varied skills. The CAP needs many and varried people to perform those functions that are critical to alleivating poverty in the midst of plenty. As a businessman and economist, I wish to serve on the Board of Directors. If we solve our economic ills - it will give us a greater opportunity to solve our social ills. Too often we attempt to change attitudes. As a personal right, one can have any attitude he or she chooses. In a human situation, however, it becomes paramount that each of us recognize our attitudes, understand clearly what that attitude is with others, and how to prevent a negative attitude from unjustifiably influencing decisions that we make.'

DISTRICT 3

Gloria B. Reynolds
'I am an accountant who went back to college to study the problems and economics of poverty and inequality. I received a degree from CSUS in Government/Social Welfare and Business Administration in June 1974. I believe my education and background qualifies me to represent my district on the SAEOC Board of Directors. If elected, I will serve the SAEOC in behalf of the poor.'

Charles Warrne Gilbert
'It has been a honor and a privilege this past year to serve on the first county-wide elected Board of Directors of SAEOC. I am deeply committed to the SAEOC concept of helping people help themselves and endorse the wide ranging and successful programs underway. One of my primary concerns remains that of bringing to the attention of the whole community the relationship between poverty and retardation. We must address ourselves to the problems of prevention through proper prenatal care and nutrition and early identification of the children in the community who need our help.'

DISTRICT 4

Marguerite "Peggy" Feiten
'For three years I was Program Coordinator for the Washington Neighborhood Center; I was also President of the Washington Neighborhood Council before it was funded by OEO. I am now Program Chairman on the Board of Directors of the Center. The knowledge and experience gained in these position make it possible for me to bring a personal understanding and insight to the needs and wishes of the persons served by the public programs of the SAEOC.'

Gary Hursh
'As a member of the SAEOC Board of Directors I would contribute an enthusiastic and sincere interest in assisting people with their economic problems. My intention is to help develop programs which will bring about solutions.'

Benjamin W. Franklin
'I do not believe enough is being done to alleviate current social ills. I would like to contribute to the effort of solving the many social and economic problems that plague our society today. I feel that a sincere effort now, properly funded, can save much future anguish. The current problems if left to fester until a later date, will also be more difficult and much more costly to solve. I am familiar with most aspects of housing, i.e. renting, buying, financing, all F.H.A. programs ect. A good part of my time has been spent researching problems and solving problems.'

Richard T. Tsukiji
'I have been a Sacramento resident since 1948-Attended C. K. McClatchy - Sacramento City College - McGeorge School of Law - Honorable served in the United States Army - Co-Founder and first President of Marketing Development & Management College - Corporate Director of Several California firms and Chairman of the Board of Directors of a Financial Services Company. Having resided in the Sacramento Community most of my life, I have had the opportunity to serve my community over the past years. I currently serve on the Board of Directors of the Valley Area Construction Opportunity Program as a representative of Delta-Sierra District Board of Directors of the Associated General Contractors of California, in addition to several professional organizations. I have served on the Board of Directors of the Sacramento Community Justice Council; Vice - President, Florin Japanese American Citizens League; Chairman, Board of Directors of the Foundation for Social-Relations Committee; participated in activites of the Sacramento Urban League, Sacramento Safety Counci, NAACP, American Civil Liberties Union, Senior Citizens' Housing Programs, Boy Scouts of America, National JACL and community drug abuse programs. My experience with community organizations and business would provide the SAEOC Executive Board a young and refreshing view for the beneift or our community.'

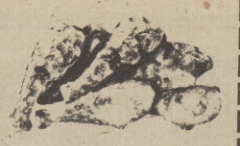
FAMOUS TRIMMED
CHUCK STEAK
LB. **88¢**
USDA CHOICE BEEF

BONELESS TOP
ROUND STEAK
LB. **$1.58**
USDA CHOICE BEEF

MADE RITE REG. OR
BEEF FRANKS
59¢
12-OUNCE PKG.

SMALL BBQ SIZE
SPARE RIBS
LB. **98¢**
FRESH PORK

GENERAL FOODS
GOURMET COFFEE
$1.19 EACH
INTERNATIONAL 8-OZ.
- CAFE VIENNA
- CAFE AU LAIT
- SUISSE MOCHA



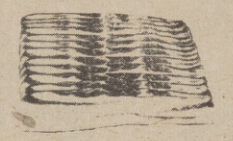
FOSTER FARM FRESH
FRYER PARTS
LB. **79¢**
- BREAST WITH RIB
- MEATY THIGHS
- DRUMSTICKS

BEL AIR LABEL
BULK CHEESE
LB. **98¢**
MONTEREY
MILD OR MED.
CHEDDAR

SHAMPOO
HEAD & SHOULDERS
EA. **$1.47**
YOUR CHOICE
7-OZ. TUBE OR
11-OZ. LOTION

A VARIETY OF VALUES

BEL AIR GROUND
BEEF PATTIES
$2.98
FROZ. 4-LB. BAG



ARMOUR STAR
SLICED BACON
89¢
12 OUNCE PKG.

ALASKAN COOKED
CRAB LEGS
LB. **68¢**
FRESHLY FROZEN

DETERGENT
DASH JUMBO
$2.89
DEAL PACK

OREGON MEDIUM SIZE
RED OR GOLDEN DELICIOUS
CRISP APPLES 4 LBS. **89¢**

FARM RIPE
GOLDEN BANANAS
15¢ LB.

BANANA
BAKING SQUASH LB. **10¢**

RIPE MELONS
HONEY DEWS
3 FOR **$1**

SPAGHETTI
BAKING SQUASH LB. **10¢**

FLAVORFUL
FRESH BROCCOLI
39¢ BU.

MILD FLAVORED
YELLOW ONIONS LB. **10¢**

HALLOWEEN PARTY NEEDS

VEAL TENDER SHOULDER
CHUCK STEAK LB. **88**

BEEF BOTTOM ROUND
SWISS STEAK LB. **1.38**

VEAL TENDER BONELESS
ROUND STEAK LB. **1.68**

BEEF CHOICE BONELESS
CHOICE ROAST LB. **1.28** BRISKET OR HEEL ROUND

STARKIST LIGHT – 6½-OZ.
CHUNK TUNA **49**

CELESTE FROZEN – 20 OZ.
CHEESE PIZZA **1.59**

PRECIOUS BRAND – 1-LB. TUB
RICOTTA CHEESE **89**

DANISH IMPORTED
FONTINA CHEESE LB. **1.49**

DARI VALLEY – PINT
COTTAGE CHEESE **59**

DEL MONTE – 38-OZ. BTL.
TOMATO CATSUP **73**

S&W BRAND – 303 CAN
STEWED TOMATO 3 FOR **$1**

MARGARINE – 1-LB. PKG.
BLUE SEAL **49**

ALL GRINDS – 2-LB. CAN
MJB COFFEE **$2.09**

GOLD MEDAL – 5-LB. BAG
KITCHEN FLOUR **79**

DARI VALLEY – 8-OZ. CUP
TASTY YOGURT **25**

MINUTE MAID FROZ. – 6-OZ.
ORANGE JUICE **29**

REG. OR DIET – 16-OZ. 8 PAK
PEPSI COLA **1.19** PLUS DEP.

TREETOP – HALF GALLON
APPLE CIDER **89**

USDA CHOICE BEEF
RIB STEAKS LB. **1.68**

CHOICE REGULAR CUT
SHORT RIBS LB. **68**

FRESH SHOULDER
PORK STEAK LB. **98**

JIMMY DEAN PORK
SAUSAGE 12 OZ. ROLL **98**

OSCAR MAYER LINKS
SMOKIES 12 OZ. PKG. **1.18**

FOSTER FARMS FRESH
FRYER WINGS LB. **49**

GREENLAND FROZEN FILET
TURBOT FISH LB. **88**

FRESH DOVER FISH
SOLE FILLET LB. **1.29**

SLICED 47c VARIETIES
LEOS MEATS **44**

OSCAR MAYER – 12 OZ.
VARIETY PAK **1.38**

OSCAR MAYER REG. OR BEEF
BOLOGNA 8 OZ. PKG. **69**

ARMOUR STAR – 1 LB. PKG.
BEEF FRANKS **89**

ALL GRINDS – 1 LB. CAN
MJB COFFEE **1.24**

ALL GRINDS – 3 LB. CAN
MJB COFFEE **3.24**

MINUTE MAID – FROZ. 12 OZ.
ORANGE JUICE **57**

TREESWEET – 6 OZ. PAK
GRAPEFT JUICE **73**

WESTERN FAMILY – 2½ CAN
PEAR HALVES **63**

BEL AIR GRADE AA EXT. LGE.
FRESH EGGS DOZ. **69**

BEL AIR GRADE AA LARGE
FRESH EGGS DOZ. **64**

BEL AIR GRADE AA MED.
FRESH EGGS DOZ. **63**

NATURAL – 24 OZ. PKG.
ALPEN CEREAL **1.39**

BETTY CROCKER COMP. – 40 OZ.
PANCAKE MIX **89**

PILLSBURY – 13½ OZ. PKG.
HOT ROLL MIX **55**

BEL AIR WHITE WHEAT – 16 OZ.
FRESH BREAD **33**

VAN CAMP – NO. 2 CAN
PORK & BEANS **39**

ROSARITA – 303 CAN
REFRIED BEANS **39**

AMERICAN – 15 OZ. CAN
FRANCO RAVIOLI **48**

CELESTE SAUSAGE – 23 OZ.
FROZEN PIZZA **1.79**

SEA PAK WITH BATTER – 16 OZ.
FROZEN SHRIMP **1.69**

SCHILLINGS GROUND – 4 OZ.
BLACK PEPPER **59**

NABISCO – 14 OZ. PKG.
COOKIES COCONUT CHIP, PECAN SHORTBREAD, CHIP AHOY **89**

SKIPPY – 28 OZ. JAR
P-NUT BUTTER **1.29**

DARI VALLEY – 8 OZ. CUP
TASTY YOGURT **25**

BEL AIR CUBE – 1 LB. PKG.
MARGARINE **57**

SKIPPY PREMIUM – 15 OZ.
DOG FOOD **29**

NINE LIVES – 6 OZ. CAN
CAT FOOD **19**

DETERGENT – 48 OZ. PKG.
IVORY LIQUID DEAL PAK **1.40**

SUPER CLEANER – 64 OZ.
MIRACLE WHITE **1.59**

DRY BLEACH – 26 OZ. SIZE
MIRACLE WHITE **85**

TOILET BOWL – 24 OZ.
LYSOL CLEANER **59**

DRAIN OPENER – QUART
LIQUID PLUMB. **89**

GLUEMORE – 8 OZ. SIZE
LE PAGES GLUE **66**

PERFUMED – 3 BAR PAK
LUXURY SOAP **77**

DESERT FLOWER OIL – 16 OZ.
BATH BEADS **66**

PROTEIN – 32 OZ. SIZE
CAPRI SHAMPOO **66**

GLEEM – 7 OZ. TUBE
TOOTHPASTE **77**

PKG. OF 40
TAMPAX **1.35**

FLASH BULBS – PKG. OF 3
MAGIC CUBES **1.37**

FINE WINES & LIQUORS

BEL AIR FILTERED – 80 PF
VODKA QUART BOTTLE **3.99**

BEL AIR LONDON – 80 PF
DRY GIN QUART BOTTLE **3.99**

BEL AIR FRENCH
BRANDY FIFTH BOTTLE **3.99**

BEL AIR IMPORT – 86 PF
SCOTCH FIFTH BOTTLE **3.99**

GOLDEN BREW – 12 OZ.
PREM. BEER 6 PAK **1.09**

SMIRNOFF CLEAR – 80 PF
VODKA HALF GALLON **11.19**

SEAGRAM 7 CROWN – 86 PF
WHISKEY HALF GALLON **11.99**

ROSE WINES
MATEUS 25 OZ. BOTTLE **3.39**

ERNEST & JULIO WINE – FIFTH
GALLO • HUBY CABERNET • CHENIN BLANC • FR. COLOMBARD **1.79**

MOUNTAIN WINES – HALF GAL.
ALMADEN BURGUNDY, CHABLIS, RHINE **3.34**

EKCO STAINLESS COOKWARE
10-INCH OPEN STEEL SKILLET

BEGINNING OCTOBER 23 WITH $5.00 PURCHASE

8.95 14.95 VALUE

TRIPLE PLY QUALITY STEEL CONSTRUCTION

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BEL AIR
SUPER DISCOUNT SUPER MARKETS

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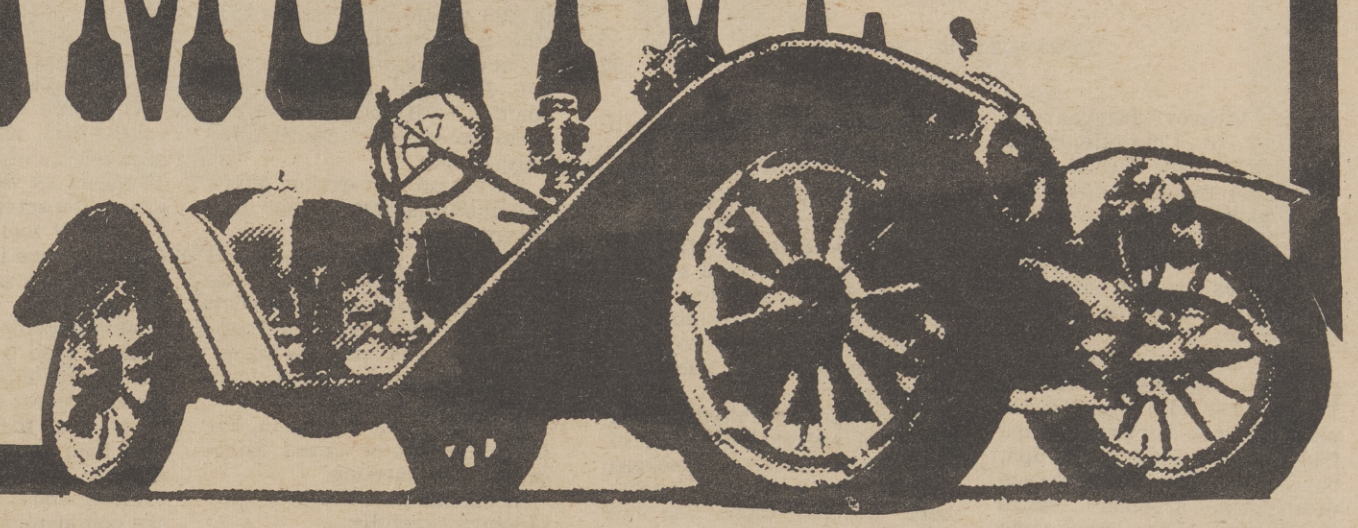
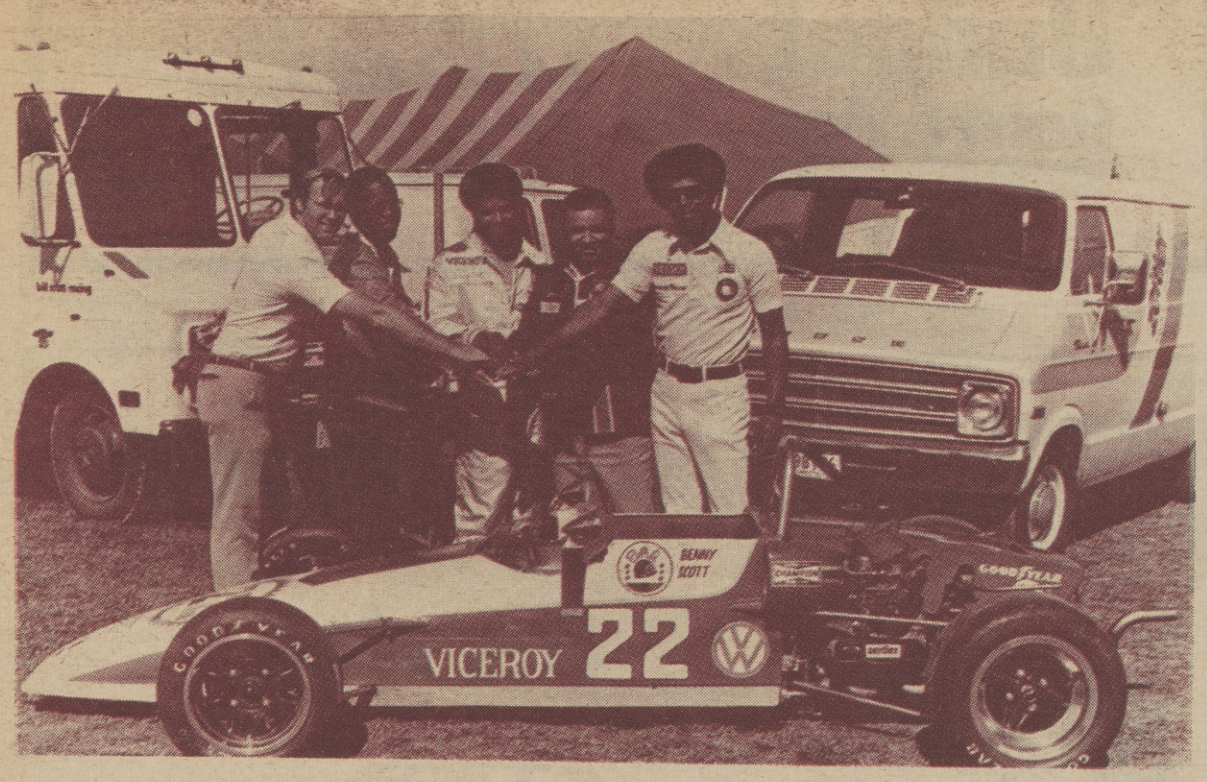
The Sacramento Observer

AUTOMOTIVE SECTION



VICEROY SUPER VEE



Black American Racers

When Black American Racers President Len Miller and Team Vice President Mo Campbell selected Benny Scott to drive their Viceroy Super Vee in July at Watkins Glen, they knew what they were doing. Benny Scott has six years of experience in auto racing, including a season of high-powered Formula 5000 racing, the closest thing to Indianapolis racing there is.

Scott replaced Black American Racers' first driver, Randy Bethea of Newport, Tennessee, who sustained a broken foot and a knee injury in a racing accident in Atlanta, Georgia, which caused him to be unable to continue driving for the rest of the 1974 season. With Californian Benny Scott at the wheel, the Black American Racers Viceroy Super Vee began an impressive charge toward the front of the pack.

Scott showed his ability right from the start. He qualified the Viceroy Super Vee 24th for the July Watkins Glen race and then charged up to 10th spot almost as soon as the race began. However, he was forced to settle for an 11th place finish due to a faltering engine.

From Watkins Glen, Benny Scott and the Black American

(Continued on Page G-2)

Help 'Win' The Battle Against Energy Waste

You can save yourself money and help "WIN" the battle against energy waste if you do what you can to conserve gasoline. President Ford has appealed to the American public to "drive at least 5 per cent fewer miles" and do better than five per cent by carpooling, taking a bus, riding a bike or walking.

To give you more suggestions on how you can make your car's gasoline go further, the Federal Energy Administration has compiled thirty Tips for the Motorist. Owners of small pick-up truck will also find these tips helpful. Single copies are available free from Consumer Information, Pueblo, Colorado 81009.

Here are some tips on how you can save gasoline when you drive:

. Start slowly. Accelerate gently except when entering high-speed traffic lanes or when passing.

. Drive at steady speeds. Hold a steady foot on the accelerator as long as traffic conditions permit. On the highway, "seesawing" or repeatedly varying the speed by 5 miles per hour can reduce fuel economy by as much as 1.3 miles per gallon.

. Avoid excessive idling. When you stop the car, don't idle the engine for more than a minute. If you are waiting for someone, turn off the engine.

. Consolidate your driving. Combine short shopping and commuting trips to reduce the miles traveled for each action.

. Pre-plan your trips. Figure out which route will require the least fuel. Allow for the fact that freeway driving is nearly twice as economical as driving in heavy city traffic. Travel during off-peak traffic times whenever possible. Use routes with a minimum number of traffic lights and stops signs.

. Keep your car engine tuned according to the specifications given in the owner's manual to assure maximum gasoline mileage.

. Check tire pressure at least once a month. Underinflated tires can reduce fuel economy by as much as 1 mile per gallon.

. Select your new car wisely. Find out how many miles per gallon that car can get. Send for a free copy of the 1975 Gas Mileage Guide.

Tips for the Motorist (Free) and the 1975 Gas Mileage Guide are among the more than 250 Federal publications listed in the Winter edition of the Consumer Information Index. Published quarterly by the Consumer Information Center of the General Services Administration, the Index is available free from Consumer Information, Pueblo, Colorado 81009 and at the Federal Information Centers located throughout the country.

Black American Racers...

(Continued from Page G-1)

Racers' Viceroy Super Vee team traveled to Charlotte, North Carolina, for the August 14th-15th IMSA races. At Charlotte, Scott qualified 15th and finished 15th. He was not happy. "I just had a bad day. It happens to all of us, but I'm still disappointed I didn't do better," Scott commented.

Benny Scott was scheduled to race that Saturday in a Gremlin race car with NASCAR superstar Cale Yarborough and IMSA charger Freddie Phillips, but the car retired from the race with engine problems before Scott's turn at the wheel came up. Scott said, "I felt honored to be selected as a co-driver with Cale Yarborough. Any up-and-coming driver would be. I just wish the car had not broken before I got my chance at the wheel." Seems disappointed was the key word for Black American Racers at Charlotte.

The following weekend at Road America in Elkhart Lake, Wisconsin produced Black American Racers' highest finish up to that point in the season. Benny Scott must like to qualify 15th for that is where he placed the Viceroy Super Vee at the start. His race was aggressive but calculated. "I wanted to charge, but I had to make sure I made no mistakes. I wasn't going to leave Elkhart Lake, Wisconsin, disappointed."

Scott steadily drove the Black American Racers Viceroy Super Vee up one place at a time until the finish where he placed 10th. Scott's 10th place finish got the team its first VW Gold Cup Championship point of the season.

Len Miller was proud of his team and his driver. "We've come a long way as a team since our first race in Atlanta in April. We've got a long way to go, but I'm confident that Benny Scott, Ron Hines, Mo Campbell and the rest of the team can and will get it done."

Len Miller's confidence was more than justified at the team's next race over Labor Day at Lime Rock, Connecticut. Benny Scott managed to land another 15th qualifying position. Right from the start he established himself as a force to be reckoned with. The young Black was charging.

Benny Scott exhibited some of the most aggressive driving of the entire five-race weekend and put the Black American Racers' Viceroy Super Vee into 8th place at the finish. He earned three more championship points and established himself solidly as one of the top ten drivers in the over forty car series.

From Lime Rock, Connecticut, Benny Scott went to Boston for a public appearance and then back home to Hollywood, California, to begin his teaching job as a psychology instructor at California State College. The rest of the team, Len Miller, Mo Campbell, Ron Hines, and John Zeitler went back to the shop to prepare for the next race and the most important race of the season at Watkins Glen, New York on October 6th.

The Super Vee race on the Grand Prix course at Watkins Glen was the preliminary event to the United States Grand Prix where the world's greatest drivers assembled to race their Formula One cars for the World Drivers Championship and the over $300,000 purse. Well over 100,000 people came. The team prepared a new car for Scott and brought his other car along as a back-up. "Ron Hines and John Zeitler have gone all out," commented V. P. Mo Campbell. "We are putting every resource we have behind Benny for this race."

Hints For Car Poolers

Many Blacks living in the South part of town are car-pooling it to work -- going either to McClellan or downtown to a state government job.

Car-pooling is not for everyone. But some simple do's and don't's -- if observed -- can make car-riding compatible for most people.

A veteran car-pooler offers the following advice for new car-poolers.

1. Be on time. Tardiness going to and from work is cause for being kicked out of the pool.
2. Have enough gas in the tank. Delays at gas stations or for any other short errands irritate passengers.
3. Don't smoke. That is, unless all smoke or unless all agree on the smoking.
4. Choose your conversational topics carefully.
5. Check your insurance policy, it should cover all passengers.
6. Don't be smelly. You don't have to be kissing sweet, but un-deodeorized riders or highly perfumed ones can send people reeling for fresh air.
7. Agree on the use of the radio. Rock music might have someone gritting his teeth for 15 miles as well as news programs for another.
8. Don't feel obliged to talk. Often, silence is golden.
9. Give your new car pool time to work, perhaps a four-week shakedown period.
10. Co-ed pools are fine -- but mixing singles and married could present problems. Marrieds tend to be more scheduled than singles. Also, your spouse could be inordinately curious about the singles you are communting with every day.

Each Year Less Pollution

Vehicles in use on California's streets and highways are emitting less pollution with each successive model year, an eight-year study by the State Air Resources Board has confirmed.

A random sample of on-the-road vehicles showed that, compared with uncontrolled pre-1966 cars, 1974 models emit 83 per cent less hydrocarbons, 79 per cent less carbon monoxide, and 58 per cent less oxides of nitrogen.

The findings, contained in a staff report submitted to the Board at its October meeting, were compiled from exhaust emissions tests run on approximately 21,000 vehicles since december, 1965. The survey was conducted on privately-owned 1966 through 1974 models which were voluntarily submitted for testing at mobile test stations operated by the Board.

ALL YOU CAN DRIVE
$12.95 daily rate plus gas.*

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STOCKTON
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Budget Rent a Car
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Tony's European & Asian Auto Repair

Hello, I am J. Shawn Ortiz, Staff Writer for America's Number One Black Newspaper, THE SACRAMENTO OBSERVER.

I want to introduce you to Tony Z. Yugovich. Tony is an Old World mechanic bred in the tradition of excellence. He is one of the few remaining traditionalists who demands perfection and takes personal pride in the work he performs.

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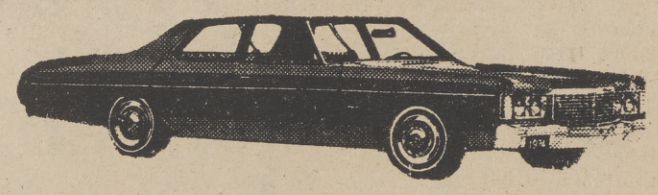
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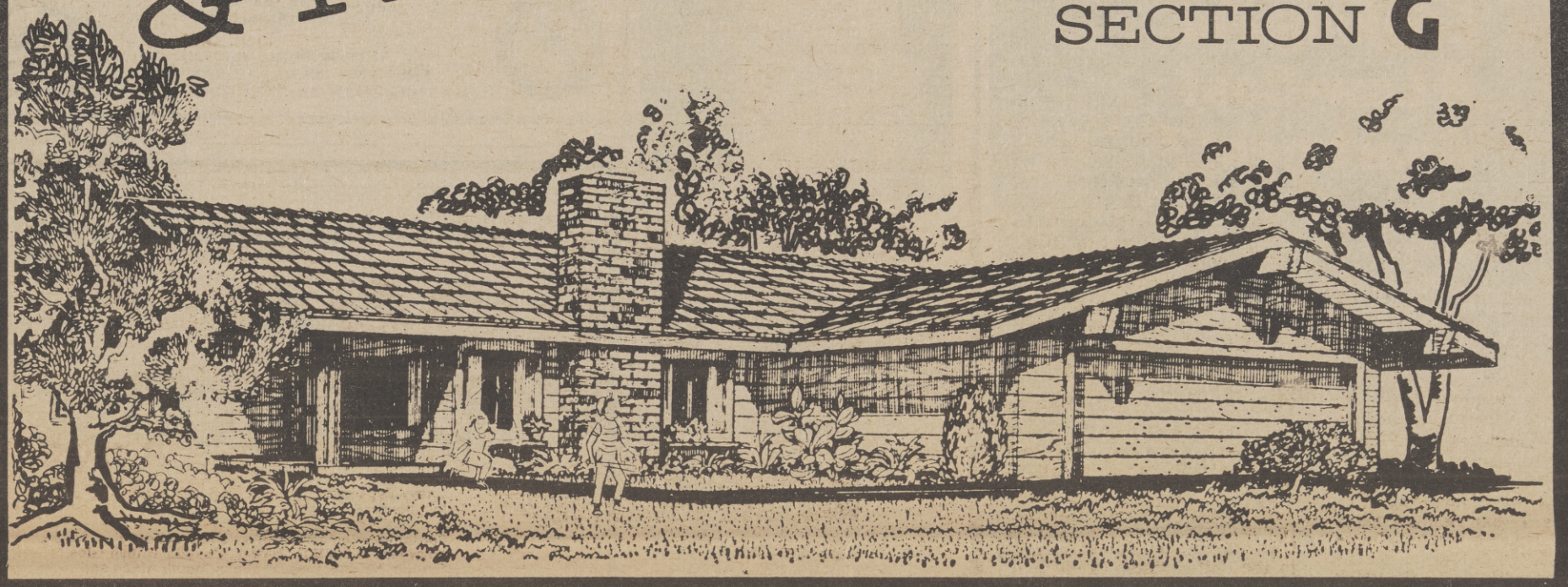
The Sacramento Observer

HOUSING & REAL ESTATE

SECTION G



UCD Medical Center Doesn't Meet Standards

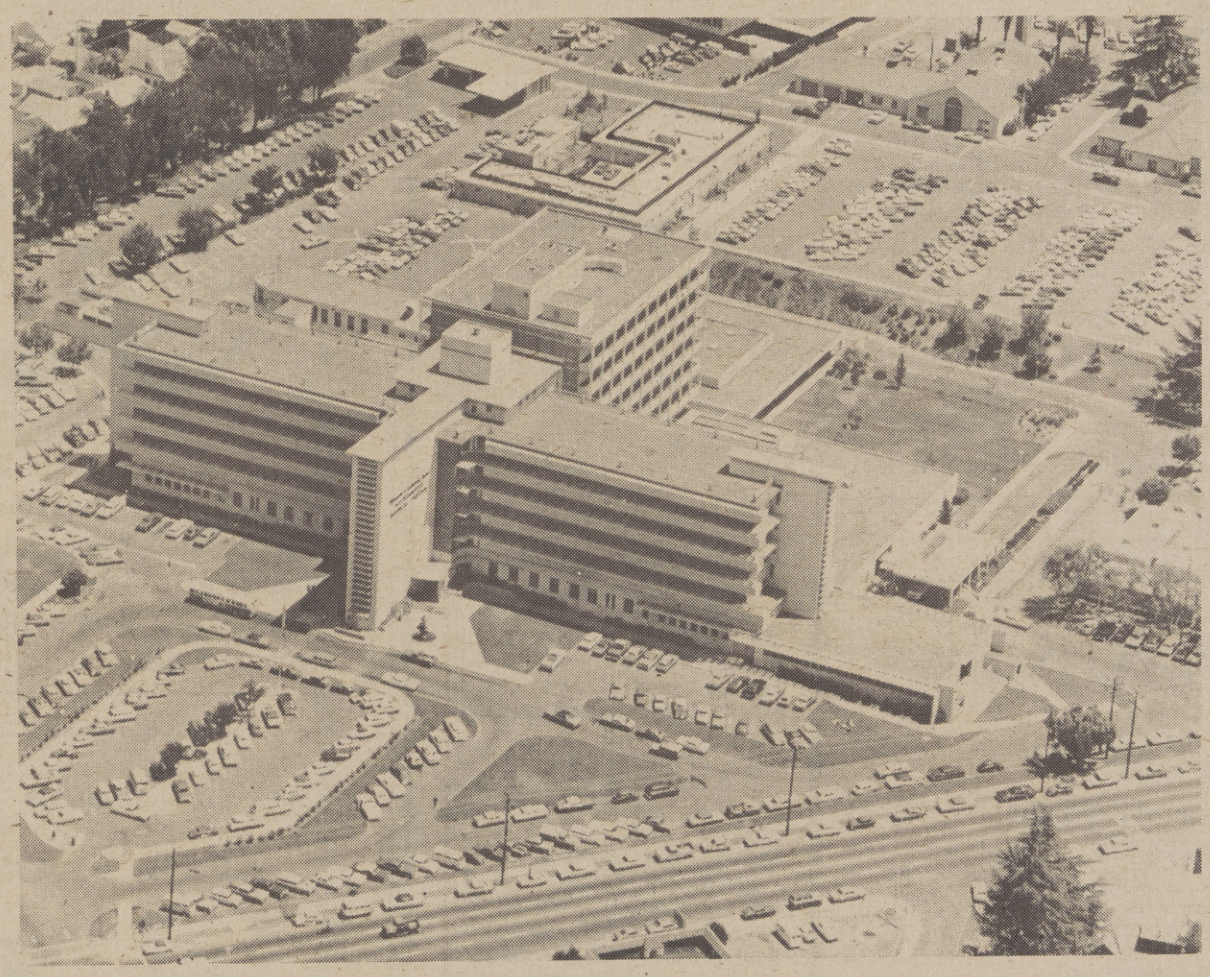
University of California officials were informed this week that major portions of the Sacramento Medical Center of the University of California, Davis, do not meet existing seismic standards.

The information was provided in a report from Rutherford and Chekane, a San Francisco engineering consulting firm hired by the University to conduct extensive structural evaluations of the facilities.

"Large portions of the original hospital structure constructed in the 1920s are incapable of withstanding major seismic forces without danger of collapse," said Louis Weiss, campus engineer. "In the main hospital this structure was enclosed when additional floors were added in the 1950s, but no provision was made at that time

(Continued on Page G-7)

UCD MEDICAL CENTER



Aerial view of UCD Medical Center

HUD Approves Grant For Elderly Housing

The federal office of Housing and Urban Development has approved a grant of $820,578 for the construction of a 30-unit housing development for elderly persons in Sacramento, according to Rep. John E. Moss, D-Sacramento.

The project will be located at 904 38th St. and represents the second such development approved for Sacramento.

A40-unit project will be built in Del Paso Heights.

According to Robert Roche, assistant executive director of Sacramento Housing and Redevelopment Agency, bids for the construction of the units will be sought within the next 60 days.

The units will be one and two story buildings.

THE 'U' IN HOUSING

Potential Property Damage

by DR. GLORIA E. A. TOOTE
Assistant Secretary
HUD/Fair Housing/EO

The prospect, no matter how remote, of finding oneself in the path of a natural disaster is something most people prefer not to consider.

This reluctance leaves far too many in the untenable position of not being adequately prepared and protected against the potential property damage losses of natural disasters.

In communities across the country identified as flood prone, however, affordable policies against flood and flood related losses are available to property owners.

The National Flood Insurance program, under the director of HUD's Federal Insurance Administrator, is a federally - subsidized program authorized by Congress in 1968 to protect property owners who previously were unable to purchase coverage through the private insurance industry.

DR. TOOTE

The program requires State and local governments to adopt certain minimum land use measures to reduce or avoid future damage within their flood-prone areas. In order to purchase a flood insurance policy under this program, your community must be enrolled in the program.

Any property owner in a community that has enrolled in the National Flood Insurance Program is eligible to purchase the flood insurance. Information on your own community -- whether it qualifies for the program and whether it is enrolled -- is available from your insurance agent or broker, the nearest HUD office, and local and State authorities.

All types of building and their contents are eligible for coverage. Under the policy, losses covered are those caused by (1) a general and temporary flooding condition of normally dry land areas, or (2) erosion resulting from abnormally high water levels in conjunction with a severe storm, or (3) flood - related mudslides involving a mudflow.

Homes of all sizes in participating communities can be insured against property damage at the flat annual rate of 25 cents for each $100 of insurance. A homeowner can, therefore, purchase $20,000 of coverage for $50 per year--obviously a worthwhile investment and a bargain as well. The limit of coverage at the subsidized rates for single family homes is $35,000 on the structure. For multi-family homes, coverage limit is $100,000. Contents for all homes and apartments can be insured up to $10,000.

In the case of non-residential property in participating communities, the available subsidized coverage on the structure and the contents is $100,000 in each case.

The property owner in an enrolled community can purchase the policy from any licensed property and casualty insurance agent or broker.

Enactment of the Flood Disaster Protection Act in the closing days of 1973 placed two important and significant requirements on both property owners and communities.

Effective as of March 2, of this year, the Act stipulates that property owners must buy flood insurance if they live in

(Continued on Page G-[illegible])

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6655 Carnation Avenue	3 1	300	181	16,900
56 Cathcart Avenue	3 2	100	172	14,900
4109 E. Nichols Avenue	2 1	-	107	8,900
3842 Kern Street	2 1	CASH ONLY		8,300
3832 Palmetto Street	2 1	-	101	8,300
3434 41st Street	2 1	-	133	10,800
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402 E. Bianchi #2	2 1	-	173	15,100
2139 E Sonora Street	2 1	-	107	9,900
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October 21, 1974

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WILL FHA DISSOLVE

Fragmentation Of The FHA

WASHINGTON - The death of the Federal Housing Administration is inevitable unless it is re-established as a unified, self-contained organization, according to Horace B. Bazan, a former assistant commissioner for administration of FHA (1952-1973).

In 'The Fragmentation of FHA," a just-published study undertaken for the Mortgage Bankers Association of America says Bazan that, since the U.S. Department of Housing and Urban Development was reorganized in 1969, FHA has existed only as a segmented array of functions that are administered, not by the Federal Housing Commissioner, but by "a multiplicity of national, regional and local functionaries."

By mid-1969 FHA had been cannibalized," says Bazan, and "within a year it was dismembered and its functions dispersed."

By 1973, "the aggregate reserves of its insurance funds were headed toward bankruptcy."

Bazan contends if FHA is allowed to wither and die, the nation will be deprived of a "socailly beneficial, economically sound agency that for 35 years of its 40-year history has been a showcase example of how to run a successful government enterprise."

"An efficient, serviceable, federally backed housing credit insurance agency is still badly needed.

"The real solution to the problems of FHA lies in re-establishment of an agency that can function as a unified, self-contained, self-supporting enterprise insuring sound housing credit risks on liberal terms for a reasonable premium," he says.

Bazan suggests two major courses of remedial action for FHA. It could be re-established as a unified, self-contained agency within HUD; or it could be made an independent government agency outside of HUD.

Bazan says that a bill was introduced in the 93rd Congress by Representative Ben Blackburn (R-Ga.), that would provide for "an excellent statutory structure for the administration of FHA."

According to Bazan, some of the advantages of the bill are: it is statutory; it establishes FHA as a corporate body with succession; it provides by law an efficient management structure; and it sets up an FHA board of directors that would much more closely reflect the function of FHA and its relationship to finance, economic concerns, and monetary policy than does HUD.

Homeowners are having a difficult time trying to cope with inflation.

The latest National Delinquency Survey of the Mortgage Bankers Association of America revealed that, as of June 30 of this year, the overall delinquency rate for one- to four-family residential properties was 4.01 per cent, unchanged from the end of the first quarter of 1974. Last year on June 30, the rate was 3.84 per cent.

This is the fourth quarter in a row that more than one out of every 25 homeowners was delinquent in his mortgage payments, says John M. Wetmore, MBA's director of economics and research.

The primary reason for mortgage delinquencies is inflation," he says. "Inflation is knocking consumers off their feet as skyrocketing prices unbalance their budgets."

Dellums Discusses HUD Problems

The Office of Congressman Ronald V. Dellums this week announced that the Congressman will chair an Ad Hoc Congressional Hearing regarding the U.S. Department of Housing and Urban Development (HUD) policies and implementation in the City of Oakland.

Congressman Dellums reported today that his office has received numerous complaints against the Federal Housing Administration (FHA) program, a program under HUD. The complaints against HUD involve accusations of FHA red-lining, house abandoments, foreclosure policies, senior citizen housing, and implementation of equitable appraisal procedures.

The hearing will be held on Saturday, October 26, 1974, between 10:00 a.m., and 1:00 p.m. at Allen Temple Baptist Church, 8500 A Street, Oakland.

Individuals or groups wishing to testify may register by contacting Congressman Dellums' Oakland District Office, at 763-0370.

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D.J. Files

Civil Suit

COLUMBUS, S. C. - The Department of Justice announced this week the filing of a civil suit charging a real estate company, its president, and a builder in Columbia, South Carolina, with refusing to sell homes to Black people.

Attorney General William B. Saxbe said the housing discrimination suit was filed in U.S. District Court in Columbia Tuesday and made public under court rules after the defendants were notified.

The suit said Bob Russell Realty, Inc., its president, Robert R. Russell Jr., and J. C. Polson, who builds and sells homes in the Columbia area, have followed a practice of discrimination against Blacks in the sale of houses.

Bob Russell Realty acts as a broker for the sale of homes and manages apartments in the Columbia area.

Robert R. Russell is also involved in the development, construction, and sale or rental of homes and apartments through various other business enterprises.

Polson has built homes and sold them through Bob Russell Realty.

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Potential Property Damage...

(Continued from Page G-4)

a community where it is available.

And, under the same Act, all identified flood-prone communities must enter the flood insurance program by July 1, 1975, and must adopt appropriate land use and other control measures to reduce the chances of flood losses.

Failure of the property owner to purchase the required insurance program. It not, you should encourage local government to take those steps necessary to allow coverage.

While it is impossible to know whether or when a natural disaster will strike, it is possible to acquaint yourself with the facts, and -- where appropriate -- the benefits of this Federal program.

to meet the deadline, would disqualify them from virtually any form of financial assistance from the Federal Government for their property in the flood plain.

It is obvious, in light of these requirements, that you should determine whether your community is a designated flood-prone area and if it is enrolled in the National Flood In-

A Woman's Stand Against Discrimination

A part - time rental agent, evicted from her apartment for refusing to take precautions against renting to Blacks or other minorities, can get legal receipts from the landlord.

Here's a case in point. Cynthis Riddick rented an apartment in a building owned by Stanley Hill in Walnut Creek, California. Having no resident manager, it was his custom to select a resident to show vacant apartments to interested persons.

Shortly after she moved in, Hill requested Mrs. Riddick to act as his agent for renting a vacant apartment, offering her $20 for her services.

She accepted and received a memorandum of instructions on the following day.

It required her to tell persons of the "wrong color" that someone had already placed a deposit on the apartment.

A notice of eviction was tacked to her door on the day following her refusal to go along with these instructions.

The District Court ruled that although there was no evidence of malice, the defendant's conduct was discriminatory and racially motivated. Mrs. Riddick had standing to sue under the Civil Rights Act of 1866.

She was awarded $175 in actual damages, $894 in attorney's fees, and $116.42 legal costs.

Appliance Safety Tips

Appliance manufacturers remind us that built-in safety features are part of the answer to operating appliances safely. The user should follow instructions and use safety sense, too.

Some appliances may have critical safety warnings printed directly on them and more safety suggestions in the owner's manual. Follow them.

Follow these safety precautions recommended by Whirlpool Corporation experts:

1. Be sure the appliance fits the space and that it is secure, steady, on a firm fourdation, and ventilation provided if necessary.

3. Know if fuel supply is adequate. As a rule of thumb, most appliances should operate on a separate circuit. Ask a qualified electrician to check your house electrical system, especially if it hasn't been checked for a while.

3. Don't clip off the grounding prong of a three-prong plug. Have wall receptacles changed instead.

4. Keep appliances repaired. When bumped or dropped, safety features may be broken also.

5. Don't hunt for a gas leak with a lighted match. You might find one.

6. Don't let small children operate appliances.

7. Don't "fix it yourself" unless you are sure you know how.

8. Replace worn cords or loose plugs.

9. Don't use a drawer or door as a stepladder.

DEHUMIDIFIERS - Locate above basement flood levels.
. Empty water regularly or provide adequate drainage.

DISHWASHERS - Place sharp items in silverware basket with points down. Turn water off before disconnecting a portable model.

DISPOSERS - When retrieving objects, turn off the power switch and use a wooden tool . . . not your hand. Never put metal, glass, rubber or cloth into the disposer.

RANGES - Keep pot handles turned inward, away from children and kitchen traffic. Avoid hot pan handles by using pots sized to match heating elements. Use aluminum foil only as the owner's manual recommends. Do not use water on grease fires. Smother with a lid or use a recommended extinguisher.

REFRIGERATORS AND FREEZERS - Remove the door or securely lock, tape with glass fiber tape, or chain the door of abandoned refrigerators and freezers. When in operation, do not touch refrigerator coils.

WAHSERS AND DRYERS - Keep lint filters clean. Do not overload washers. Do not reach into the tub until the appliance stops. Use only recommended laundry cleaning aids.

Think safety at all times and be conscious of what "BE CAREFUL" really means.

Official Notice To Real Estate Brokers

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SRAPC Report Predicts Sacramento's Housing Future

There will be a need for 66,000 new housing units in the six-county Sacramento region by 1980. 74,000 households will require some form of subsidization by that time.

These are the major findings of a housing study by the Sacramento Regional Area Planning Commission (SRAPC).

The report, a supplement to SRAPC's Housing Plan, also says that 78,000 of the 298,000 region households are considered inadequate.

The report, which used 1970 Census data for its projections, identified a number of overcrowding and overpayment problems in the region SRAPC includes Sacramento, Sutter, Yolo, Yuba, El Dorado and Placer counties.

According to the report, cities and rural areas with the greatest overcrowding include Broderick - Bryte, Colfax, Knights Landing, Lincoln, Olivehurst and Winters. It also says overcrowding exists in the Del Paso Heights, Elder Creek, Cardenland - Norte, North Highlands, Oak Park, Rio Linda and Swanston neighborhoods.

The report says 17,000 households contain between 1.1 and 1.5 persons per room and another 4,352 have more than 1.5 persons per room. A home with more than 1.25 persons per room is considered overcrowded.

In the Sacramento region, over 90 per cent of renter households with incomes below $5,000 a year pay more than 25 per cent of their incomes for rent.

The federal government has established 35 per cent of net income as the maximum that should be spent on overall housing costs.

Neighborhood areas identified as having the highest percentages of households with gross rent payments greater than 25 per cent include:

Southwestern Arden; southeastern Carmichael; central Sacramento, including Washington and Southside; Del Paso, Gardenland-Norte; North Highlands and Rancho Cordova.

Of persons living in inadequate housing, 25 per cent are elderly residents, 19 per cent are either Black or Mexican-American, and 68 per cent have incomes under $5,000 a year.

The report, prepared with the help of a federal grant, also estimates that 31,476 dwelling units in the region are deteriorating and that another 7,786 are dilapidated.

NAACP Slates Housing Conference

NEW YORK - The National Association for the Advancement of Colored People will launch a vigorous campaign to stem the rising tide of abandoned housing in the inner cities with a conference in southern California, Roy Wilkins, Executive Director, announced this week.

The one-day conference will be held in Inglewood, a Los Angeles suburb, at the Airport Hyatt House, 600 Avenue of Champions, on November 2. Los Angeles, which boasts of more than 3,000 federally - owned single-family homes, is in the heart of a region that has been especially plagued with the problems that are on the conference's agenda.

The conference was called to not only examine the problems, but also to devise realistic solutions and strategies for developing community action programs.

The sessions will focus on the government's policies for disposal of the abandoned housing.

The "how-to-do it" working conference will be attended by housing experts from the state and around the nation. Problems that will be examined include the rising tide of government-owned housing, discrimination by lending institutions against Black communities, the lack of mortgage money and absentee landlords.

William R. Morris, NAACP Director of housing programs, estimated that, in California alone, the U.S. Department of Housing and Urban Development owned over 10,000 single-family homes. Nationwide, the total owned is placed at over 76,000 single-family homes.

Also on the agenda will be the new Federal programs of community development block grants and general revenue sharing.

The conference is being presented with the assistance of the NAACP National Housing Department by the West Coast Regional Office, the Southern Area Conference of NAACP Branches and the Inglewood NAACP Branch.

Recommendations prepared by the conference will be presented to Federal agencies in Washington.

New Regulation Protects Tenants

WASHINGTON - Tenants in public and federally subsidized housing units will now have a say in whether or not landlords should raise rents. But there is not guarantee that tenant participation would result in the rejection of rent increases.

In a dramatic move, the U.S. Department of Housing and Urban Development, has written new regulations which will have a direct affect on tenants in about 1.7 million public housing units.

Under the new regulations, which went into effect Oct. 1, landlords cannot increase rents until the tenants have been consulted and their objections taken into consideration.

"Tenant participation" in proposals to raise rents is "highly desirable," reads the text of the new regulations, and "a uniform nationwide policy for tenant participation . . . is urgently needed."

The new regulations now require landlords to justify their requests for rent increases, both to the tenants and to HUD.

"This doesn't go as far as we wanted," confided one activist attorney, "but it's still very significant."

The regulations cover all conventional public housing that is built with federal money and privately sponsored developments built with federal mortgage assistance under sections 221 (d) (3) and 236 of the National Housing Act.

According to the new regulations, before rents could be raised in these projects, management must post notices in prominent places in the buildings that tell tenants exactly what they are asking, list reason for the request, tell tenants where supporting data can be inspected, and tell tenants how to file objections. The notice must stay up for 30 days.

After the 30 days, the landlord may file their petitions with HUD, but must include written statements of justification and all comments from the tenants.

Landlords are also required to certify that all rules have been compiled with. There is a maximum penalty of five years in jail or $10,000, or both, for failure to comply with the notification procedures and for filing false certificates.

In one ruling, the court held that tenants in the city's public housing were entitled "not only to receive notice of proposed rent increases but also to participate in the process of official consideration of rent increases by making written presentations."

UCD Doesn't Make Standards...

(Continued from Page G-3)

to reinforce the original facility."

Building modifications to meet code requirements established for new hospital construction since these buildings were built would cost several million dollars, said Weiss. However, he also suggests that such remodeling would be so extensive as to make the hospital inoperative during the remodeling period.

An alternative proposed by the consultants is to provide protection through exterior bracing. This would greatly diminish risk until such time as replacement facilities could be provided.

Executive Vice Chancellor Elmer Learn of UCD said that intensive efforts to evaluate alternative courses of action are underway. Campus and Universitywide officers are developing plans for resolving the problem at the Sacramento site for presentation to The Board of Regents and to appropriate state agencies.

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Air Afrique Presents 'Wonderland' Vacation

Nowadays a trip to Africa doesn't have to be once in a lifetime adventure. West Africa is as close to the U.S. as Europe even through it seems exotic enough to be a world away.

Air Afrique's 14-day "West Africa Inaugural" program is specially designed to give the first-time traveler to this fascinating continent a sampling of those of the best it has to offer.

The itinerary begins in Monrovia, the modern capital of Liberia, a nation founded by former American slaves. It moves to Abidjan in the thriving Ivory Coast Republic, then to Nigeria's great capital of Lagos.

Ghana, once the seat of the Gold Coast kingdom, is also included as is tiny Togo. The program includes air fare, top hotel accomodations, sightseeing, meals and more. It's priced from $1,133 to $1,192 based on departure date.

For those who want to combine Africa with a taste of Europe, Air Afrique's "Afirca and Paris" program visits the Ivory Coasts, Dahomey, Togo, Ghana and France over 16 exciting days. Prices range from $1,190 to $1,252. The 22-day "West African Wonderland" adds Nigeria to the above itinerary, and is priced from $1,374 to $1,433.

The "East-West African Safari," a 22-day program, adds the game reserves of East Africa, and includes Zaire (Congo), Kenya, Tanzania, Ethiopia, Senegal, Liberia and Ghana. Prices range from $1,745 to $1,804.

All of the programs focus on the contrast between the traditional and modern aspects of African societies as well as the scenic and cultural attractions of this fascinating continent.

For more information or reservations on Air Afrique's "All Africa Wonderland" tours, see your travel agent, or write Air Afrique, Box DC-8, New York, N.Y. 10011

THE UNIQUE STILT HOUSE VILLAGE OF GANVIE built in the middle of a lagoon in Dahomey is one of the fascinating stops on Air Afrique's Wonderland Tour ot West Africa. The Wonderland Tours, ranging from 14 to 22 days, provide a panorama of the new and the ancient on the Dark Continent.

Offical Favors Consumer Education United Airlines

Today's consumers have forced business to sharpen its focus on their needs and have made customer relations a two-way street, a United Airlines official said this week.

Mechlin D. Moore, senior vice president-external affairs, added that, "Knowledgeable consumers are the key to making our industry more responsive to the true needs of existing and potential customers."

"Airline passengers have a right to know in advance the service they can expect," he added. "One of our goals this year will be to develop a program toward increasing our costomers' knowledge of what they can expect from us. We must do a better job of informing our customers of their rights and of positively, willingly and constructively living up to our obligations."

Speaking at the opening session of the 28th Annual World Airlines Customer Relations Conference at Seattle, Wash., Moore said:

"Consumers may become more sophisticated buyers through trial and error or through programs of consumer education. The latter is obviously the favored alternative."

Moore recommended that the airlines give a high priority to the concept of an overall and totally integrated customer information program comprehensive enough to appeal to all levels of the traveling public.

Present trends in consumerism will continue, Moore concluded, due to the pressure of inflation, increased use of consumerism as an issue by politicians and increased use of news media to publicize consumer activities.

"Uptown Saturday Night" Judged Best Film

KINGSTON, JAMAICA - Sydney Poitier's "Uptown Saturday Night" was judged the best film at Jamica's first Black Film Festival-over "Save the Children," "The Autobiography of Miss Jane Pittman," "The Spook Who Sat by the Door," "Thomasine and Bushrod," "Maurie" and "Claudine."

Cicely Tyson was named best actress for her role in "The Autobiography of Miss Jane Pittman," and Ben Casey best actor for "Maurine." Stan Latham won the director's award for "Save the Children."

The Prime Minister's Award for best movie was presented by Jamaica's Minister of State, Senator Dudley Thompson, to Paula Kelly and Rosalinda Cash, who appeared in it. Hundreds of people were turned away from its final night's screening.

The visiting movie stars were entertained during the week long festival by Jamaica's Governor - General, Florizel Glasspole, and by Prime Minister Michael Manley, whose wife Beverely, a former television personality and actress, officially opened the festival. They danced to Jamaica's reggae beat at the home of Minister for Industry and Tourism, P.J. Patterson, and downed rum punches with Kingston's Mayor Ralph Brown.

They also visited the resort areas of Montego Bay and Negril.

Oscar Williams said he's returning to Jamaica to do a film about the Haitian liberator, Henri Christophe: "I've never felt so free anywhere else..."

Eastern Airlines, which sponsored the festival, presented a check for $4,000 to Senator Thompson for a local charity.

New Brochure Lists Package Bahama Vacation

NASSAU, Bahamas -- A brochure available at travel agencies, airline office and Bahamas Tourist Offices helps take the guestwork out of estimating vacation cost through the rest of the year.

"Bahamas Playground Holidays," lists vacation package rate for stay of three nights, seven nights, or more, at hotel in Nassau, Freeport and the Out Islands. The vacation packages start as low as $24 a day.

You'll find per person rate for: single, twin and triple room accommodations, breakfast - and-dinner plans and extras, such as complimentary golf course or tennis court privileges and family plan features. There's also a special honeymoon package. Roundtrip transfers between the airport and hotel and a ticket to the Sound and Light drama at Fort Charlotte are included in Nassau/Paradise Island packages, while Freeport hotels throw in a ticket to the Cousteau Museum.

Budget-minded vacationers should consider an Inclusive Tour Excursion (ITX), with an attractive roundtrip airfare to Nassau or Freeport from many cities. The ITX requires a eight days/seven nights and purchase of at least $50 in land arrangements.

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Natural Disasters

NEW YORK - Owners of property affected by natural catastrophies -- mostly tornadoes -- received an estimated $336,-064,000 from their insurers in 1973, according to the 14th annual edition of Insurance Facts published by the Insurance Information Institute.

The 80-page fact book provides basic facts relating to property and liability insurance for use by editors, writers, speakers, teachers, students and insurance people.

Among the new records set for 1973, according to the fact book, were the number of tornadoes (1,109) and the number of tornado days (208). The 1973 storms killed 87 people and injured another 2,481.

Thirteen states experienced a record number of tornadoes in 1973: Arkansas (50), Connecticut (8); Illionois (63); Indiana (48); Kentucy (19); Michigan (33); Mississippi (50); Missouri (79); New Jersey (8); North Carolina (38); Ohio (43); South Carolina (23); and Tennessee (24). The only states to record a tornado-free year in 1973 were Alaska, Rhode Island, Utah and Washington according to the fact, book.

Also during 1973, Texas led the nation in tornado fatalities with 14 and Georgia led in property losses with estimated damage of more than $150 million. In the last five years, tornadoes have struck every state except Alaska, causing 409 deaths and injuries to 8,696 people.

While the number of tornadoes set a record high, hurricanes set a record in reverse in 1973, the fact book notes. No hurricane reached the continental United States last year, although five people died in tropical storms which struck Louisiana and Texas in September.

There was only one earthquake of any consequence in 1973: a tremor in Southern California, Feb. 21, that caused $1 million in damage.

"Although the cost of insurance is influenced heavily by the costs of the materials and services for which property and liability insurers must pay in meeting their obligations to their policyholders," the fact book notes, "insurance premium levels in recent years have risen on the average at a lesser rate than have the cost levels of various other items involved in loss payments."

U. S. Government - published indices show that while auto insurance premiums increased 38 per cent from 1967 to 1973, the cost of medical care items rose 37.7 per cent, hospital services charges for semi-private rooms rose 82.1 per cent, physicians' fess, 38.2 per cent, and auto repairs and maintenance, 42.2 per cent.

During the same period, property insurance premiums rose 24.4 per cent, while the things for which property insurance pays showed these increases: repainting living and dining rooms, 70.4 per cent; reshingling roofs, 64.4 per cent; residing houses, 44.8 per cent, and construction costs, 52 per cent.

The 1974 edition of Insurance Facts discusses these additional areas of concern:

- in 1973 fire loses in the United States totaled a record $2,639,000,000, not counting losses from aircraft, motor vehicle, forest and other non-building fires. Thirteen fires causing damage of $3.5 million or more each occurred during the year.

FINDER

The Sacramento Observer (916) 452-4781

CLASSIFIED ADS

CLASSIFIED ADVERTISING INDEX

All FINDER Ads are placed in Classification for your convenience. All classifications are listed by title and numerical order. THE SACRAMENTO OBSERVER reserves the right to classify all advertisements, to delete objectionable words or phrases or to edit or refuse any advertisement. Every FINDER Classified Ad must specify a bona fide offer in good faith. Advertisers will hold THE OBSERVER harmless against all claims resulting from publication of an advertisement.

THE OBSERVER will not assume responsibility for more than one week's incorrect insertion and reserves the right to make correction in the next issue. Liability for errors will not exceed the cost of space occupied by such error. All FINDER Classified Advertisements should be checked by the advertiser the first week of publication.

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PARENTS' MAGAZINE

baby Ora-jel

Help Wanted 210

BROADCAST

Kelly Broadcasting Co. (KCRA-TV, KCRA-AM, KCTC, FM) is accepting applications for future openings in all areas. Interviews are held Tuesday mornings from 10 a.m., to 12:30 p.m., at KCRA-TV, 310 10th Street, Sacramento. No appointment is necessary.

AN EQUAL OPPORTUNITY EMPLOYER

BARBER WANTED

Apprentice OK. 929-0338. 1228 Grand Ave.

PROJECT DIRECTOR

Senior Citizens Health Day Care Center. Responsible for comprehensive program that includes the following: Nutrition, medical care, dental service, transportation and escort services, leisure time activities, social and cultural activities, education, creative activity, self-care activities, rest, physical therapy, outreach and extended home care services... Send resume to P. O. Box 16121, Sacramento Calif. 95816. Deadline, Oct. 31, 1974. EQUAL OPPORTUNITY EMPLOYER

Help Wanted 210

STENOGRAPHER CLERK

CLERK - Salary: $604 - $735. Requires equivalent to high school degree, one year clerical experience and typing at 70 wpm. Strong office skills and initiative required. APPLICATION DEADLINE for the above position - October 25, 1974. Call or write: Sacramento Regional Area Planning Commission, 1225 8th Street, Suite 400, Sacramento, Ca. 95814 (916) 447-9171

An Equal Opportunity Employer

MECHANICAL ENGINEER

Experience should include drafting, pipeline design, thermal equipment. Willingness to travel and get hands dirty required. Send resume to Personnel Manger, P. O. Box 28397, Sacramento, Ca. 95828. An Equal Opportunity Employer.

APPLIANCE

All kinds. All areas. If we can't fix, we don't charge. You can rent if in for repairs, service calls $7.90. By Calif. State Registered Shop. American Service Center, 3610 Marysville Blvd. 925-5091

Help Wanted 210

SPECIALIST (STEAM)

The person selected should have experience with all types of controls for heating, ventilating and air conditioning systems including electric, pneumatic and solid state. Should also be familiar with air flows and balancing of supply and exhaust air systems and constant temperature facilities. Minimum qualifications include completion of apprenticeship, in an appropriate craft and and four years of specialized training and experience in the appropriate field; knowledge of national, state and local codes and safety standards; or an equivalent combination of training and experience. Salary range: $1,166 - $1,349. Final filing date November 29, 1974. Interested applicants apply in person only for complete U.C. application and submit to:

Esther Anaya
Staff Personnel Office
312 Mrak Hall
University of California
Davis, California 95616
(916) 752-1761

Minority Applicants Encouraged - Affirmative Action Plan

KEYPUNCH

System 3 experience desirable. Forward resume with salary requirements to Ronald Simmons, 8401 Gerber Rd., Sacramento, Ca. 95828. An Equal Opportunity Employer

JOB OPPORTUNITIES

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Men! Women! Earn over $300 weekly in your home (part or full time), giving our new method Hair Weav-In's to ladies who have short or thin hair problems. No experience necessary. FREE training. For complete information, send your telephone number to: Hair Weaving Jobs, P. O. Box 14139 Philadelphia, Pa. 19138.

PROPERTY OFFICERS

$1,190 - $1,445

The State of California seeks Surplus Property Officers to locate surplus property, equipment and food for educational, public health or civil defense purposes. Requires 3 years experience involving broad knowledge of supplies and equipment requirements of educational, public health or civil defense organizations, and graduation from college (additional qualifying experience may be substituted for 2 years of the required education on a year-for-year basis). Positions are with the State Department of Education in San Lorenzo, Fullerton and Sacramento. Applications must be received by Nov. 1 on official State form available at Employment Development Department offices and:

STATE PERSONNEL BOARD 801 Capitol Mall Sacramento, Ca. 95815

Equal Opportunity In Action!

ANALYST

2 positions. Salary: $861 $1,046. Requires college degree in Urban, Regional or Transportation Planning. One position requires education and experience in Transportation Planning. One position requires education and experience in Land Use and Environmental Planning

ASST. PLANNER

Salary: $1,046 - $1,272. Requires college degree in Urban or Regional Planning and one year experience in Physical Planning. Will work in Land Use and Environmental Planning Area.

ASSO.

Two positions. Salary: $1,272 - $1,547. Requires college degree in Transportation Planning and two years transportation planning experience. Knowledge of FHWA, UMTA, FAA and California State Transportation planning law desirable.

APPLICATION DEADLINE for the above positions November 1, 1974

ENGINEER

Have opening for person with exp. in steam & elec. power generation. Must possess knowledge of boilers & steam turbines - Send history & salary requirements to Collins Pine Co., Box 796, Chester, Ca. 96020 or call 1-258-2111. An Equal Opportunity Employer

Real Estate 300

HOME FOR SALE

If you have a gross income of $800 a month, you can afford to own this fabulous three bedroom home. It has nice family room and a kitchen with all the convenience that built-ins offer. You must see to appreciate. Call Muriel Tsuruda, office 421-4125, home 456-3986.

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3, 4 and 5 bedrooms. Priced at $19,750 to $29,000. 725 - 2006. Agent 967-2200

HOME FOR RENT

Three bedroom, two bath home. Central air and heat. Fully equipped kitchen. Newly painted inside and out. Wall to wall carpets, drapes, two-car garage, fenced yard. Rent $210 month. Children and pets OK. Office hours 9-6 weekdays--10-4 wkends. 456-3816. PHOENIX PROPERTIES

SOUTHGATE AREA

Three & four bedroom homes, most with two baths, all appliances, fully carpeted and draped, fenced yard, two car garages, newly painted, central air & heat, children and pets okay. Rental rates from $195 to $225 per month. PHOENIX PROPERTIES Call 452-3816, daily 9 thry 6, Saturday and Sunday, 10 thru 4

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Equal Opportunity Fair Housing. Unfurnished apartment, 1 bdrm., $120 month; 2 bdrm., $146.86 per month; 2 bedrm, lg. $151.86 per month. Central heating & air conditioning, water, electric, hot water and garbage service supplied. Also furnished, wall to wall shag carpets, range and refrigerator. Apply at office, 7500 Greenback Lane, Citrus Heights, Ca. 95610.

Help Wanted 210

HOUSE FOR SALE

3 bedroom, fireplace, big back yard, 1 bath. Located at 6324 Sun River Drive. Asking $17,500. Call 422-7898.

JOB OPPORTUNITIES

STAFF ACCOUNTANT

General Ledger Accountant for auxiliary enterprise. Accounting graduate of an accredited college or university or equivalent in experience and training. College and university accounting experience desirable. Inquiries and resumes should be directed to Controller, Eastern Montana College, Billings, Montana 59101. An Equal Opportunity Employer

ADMINISTRATIVE

Administrative Asst. II The office of governmental affairs of the CSUC is accepting applications for the position of administrative assistant II. Primary responsibilities relate to review and analysis of pertinent legislation, attending legislative hearings, preparation of reports, representing the Director in his absence, etc. Requirements: B.A. or higher degree or equivalent and minimum of 3 yrs. experience in similar legislative work related experience. Good oral & communicative skills. Person interested in applying for this position should forward their resumes to Dr. James Jensen, The California State University Colleges Governmental Affairs Office. 1127 11th St. Suite 401, Sacramento, Ca. 95814. (916) 445-5983 or ATSS 8-485-5983. Affirmative Action - Equal Opportunity Employer.

BUILDING INSPECTOR

City of Reno is accepting applications for the position of Assistant Building Inspector, Superintendent. $14,196 - $21,424 annual salary. Graduation from a recognized college or university with a degree in structural or civil engineering and four years of progressively responsible engineering experience in building construction. Must hold or be qualified to hold a certificate or registration as a civil engineer or structural engineer in the State of Nevada. All candidates are invited to send detailed resumes to the Civil Service Commission, 190 E. Liberty Street, Reno, Nevada no later than November 1, 1974. An Equal Opportunity Employer

JOB OPPORTUNITIES

DRUG DIVERSION COUNSELOR

Sutter - Yuba Mental Health Services is seeking applications for a drug diversion counselor. Counsel person, from the two counties suffering from drug related problems. Salary $900 per month. Apply at 2290 Forest Lane ... Yuba City. Final filing date, Oct. 31, 1974. Equal Opportunity Employer

STRUCTURAL ENGINEERS

Positions immediately available with consulting engineering firm engaged in industrial engineering.
(1) Structural engineer with 5 years of industrial design experience. Professional license required.
(2) Structural engineer with 2 years of design experience required. License not necessary. Many excellent benefits, choice location. Send resume to:
ALPHA ENGINEERS INC. P. O. Box 4849, Pocatello, Idaho 83201 or call (208) 232-8045.

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A California Loan Brokerage Firm

SOCIAL WORKER

Sutter - Yuba Mental Health Services is seeking applications for a psychiatric social worker. Position requires a master degree in social work. Apply at 2290 Forest Lane ... Yuba City. Final filing date Oct. 31, 1974. Equal Opportunity Employer.

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Small hauling, general cleaning, gardening ... Phone 456-3477

Help Wanted 210

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Brings prompt relief to those who suffer with aches and pains due to ...
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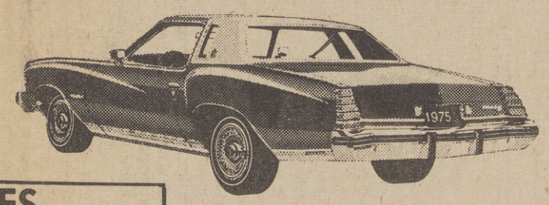

75 MONTE CARLO

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Swing out bucket seats, tinted glass, air conditioning, console, 400 4 BBL V8, automatic trans. tilt wheel, special custom interior other extras No. 1H57U5240S721 Stk. 6226.

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75 VEGA

Tinted glass, body side mouldings, air conditioning, 4 speed, radio, custom interior other extras. No. 1V11B5C102240 Stk. 6207

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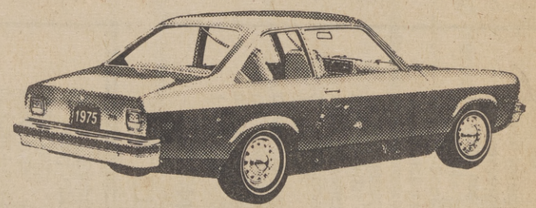

75 IMPALA

Tinted glass, quiet sound group, wheel opening mouldings, air conditioning, remote control mirror, 400 BBL V8, tilt steering wheel, radio, w-rear speakers, other extras. No. 1L39U5J122847 Stk. 6228

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74 DEMO'S ON SALE

74 CAMARO

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Sport Coupe. Tinted glass, air conditioning, console, power brakes, V8, automatic transmission, interior decor, radio w-rear seat speakers. No. Q88L4N241183. Stk. 5986.

74 IMPALA

$4186

Custom Coupe. Tinted glass, air conditioning, V8, power steering, power brakes, automatic transmission, radio, vinyl roof, rear seat speakers. No. 1L47L4C143492. Stk. 5139.

NEW 1974 VEGA

Station Wagon. Tinted glass, heavy duty radiator, full factory equipment. No. 1V15B4U369519. Stk. 5625

$2685

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74 PONTIAC Ventura. Automatic, power steering, air, radio, V8, Lic. No. 259JYM. Ser. 2427M4L108260. 9707.	$3395
74 PONTIAC LE MANS. Radio, heater, automatic, power steering, air, Landau top. Lic. No. 707JYM. Ser. 2D37M4Z102978. 9729.	$3695
74 FIREBIRD Radio, heater, automatic, power steering, air, bucket seats. Lic. No. 000JYL. Ser. 2T87M4N102878. 9743.	$4195
74 OLDSMOBILE OMEGA. Radio, heater, automatic, power steering, air. Lic. No. 696JUL. Ser. 3B17K4L103962. 9794.	$3395
72 FORD PINTO. Radio, automatic, vinyl roof. 2R10X142665. Lic. No. 626ERE. 9822.	$1795
73 CHEVY NOVA. Radio, heater, automatic, power steering & brakes, air. 1X27F3L165850. Lic. No. 833HBF. 9880.	$2695
72 OLDSMOBILE CUTLASS. Radio, heater, automatic, power steering, air, V8. 3F87H2Z101692. Lic. No. 050EEO. 9940.	$2695
72 DODGE PICKUP. Automatic, power steering, radio, heater. D14AB2U501L193. Lic. No. 85961P. 9979.	$2995

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Open Evenings — Sundays

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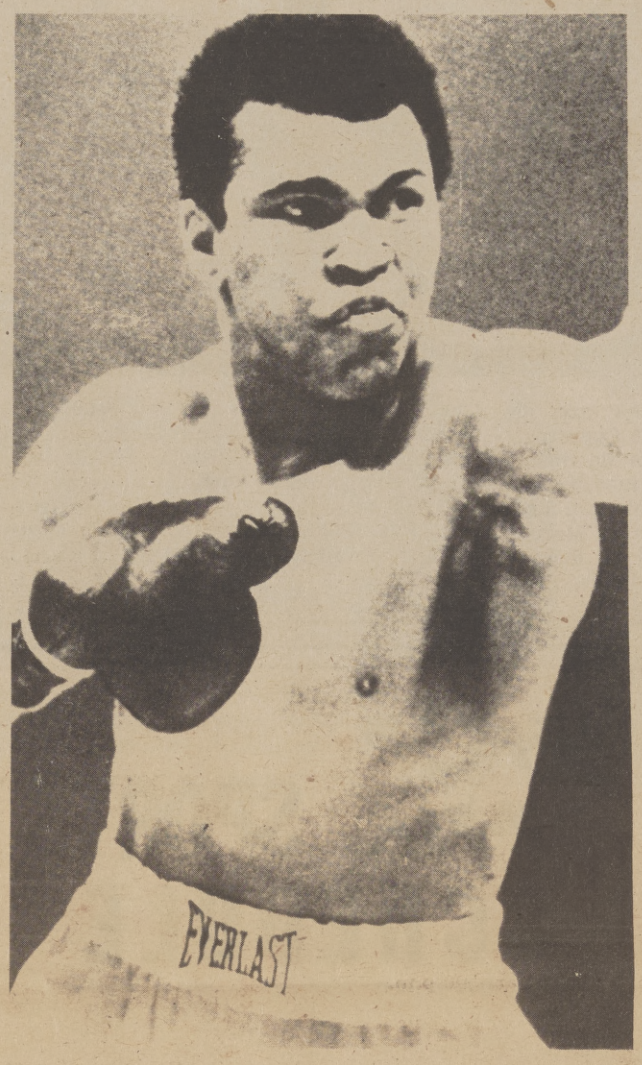
The Sacramento Observer

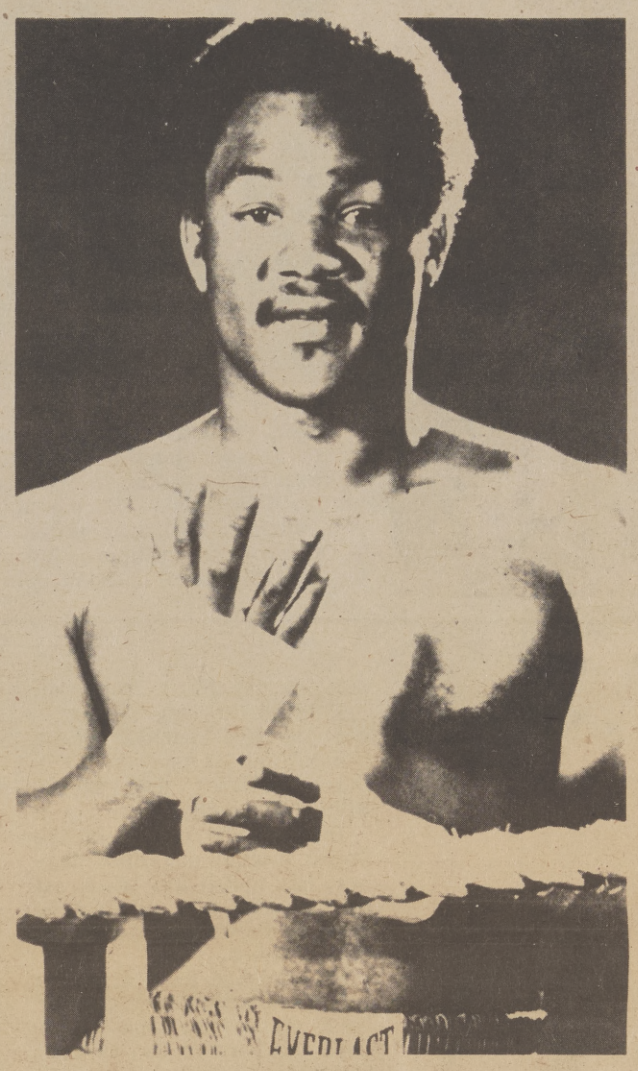
SPORTS

PAGE H-1

OCTOBER 24 - 30, 1974 SECTION H

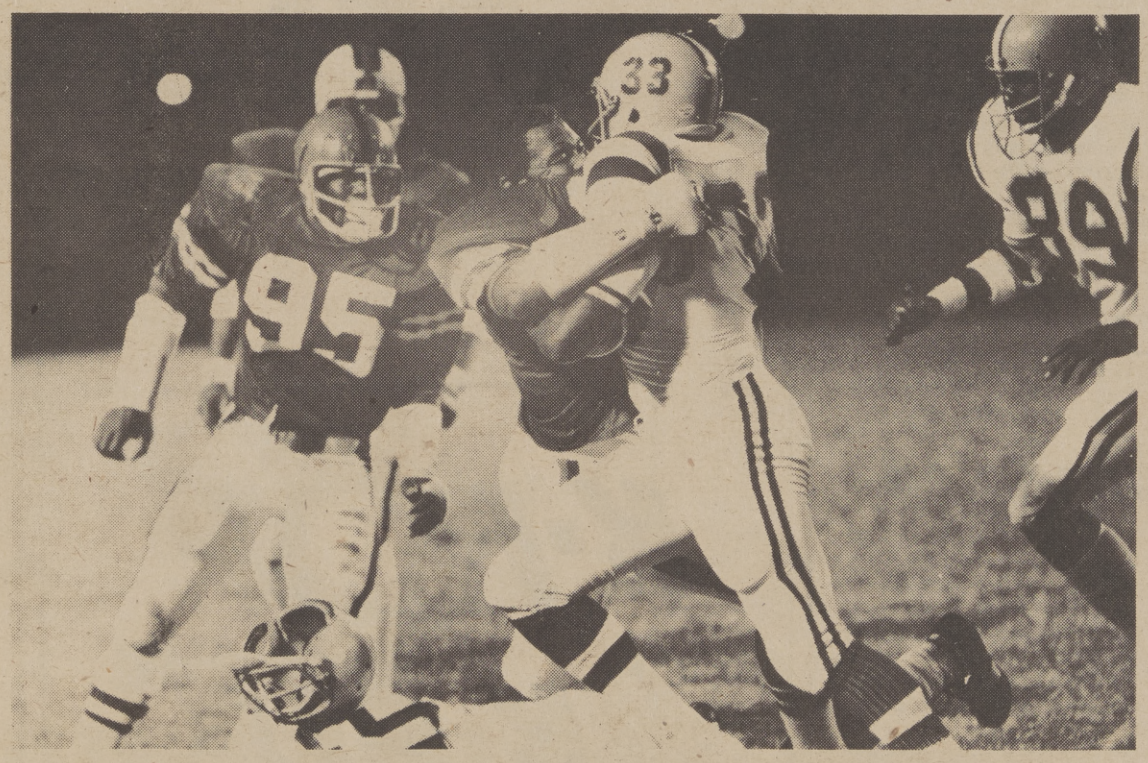
WHICH ONE DESERVES THE CROWN





The big night approaches. Or rather the big dawning since the George Forman - Muhammad Ali fight in Kinshasa, Zaire is scheduled to start at three in the morning. For Foreman and Muhammad there are to be five million dollars per man. Indeed, it will be the biggest payoff ever for a championship fight anywhere. The first Ali-Frazier rumble grossed $21 million but officials of Video Techniques, predict a figure far exceeding that. It is a fight with a lot of questions to be answered: Is it over for Ali? Can Foreman handle a man who won't walk into those haymakers of his? Tuesday, October 29 will provide the answer. The fight will be shown on closed circiut TV at the Sacramento Memorial Auditorium, 6:30 p.m.; ticket prices range from $15-$20.

Southern U. Ko's Arkansas



HENRY GREENE (33) shows running power which netted him 75 yards on ten carries this past week against Arkansas University-Pine Bluff 48-7. The powerful back included a TD jaunt in his routine.

PINE BLUFF, ARK. - Showing a versatile and powerful offensive trust, the Southern University wishboners rolled to the largest margin of Arkansas at Pine Bluff last Saturday.

Six different Jaguars scored touchdowns to include Henry Greene, who started his first game of the '74 campaign. The strong running back showed little sign of being hampered as he led all runners with 75 yards.

In winning the Jaguars spoiled but good, a homecoming scenerio for the Golden Lions.

The win pushed the fine Southern team to 4-1 and sank the hapless Lions to 1-3.

The Jaguars will meet strong Jackson State University this Saturday down in Louisiana for their homecoming. They will follow with Alcorn State University and the University of Nebraska at Omaha prior to journeying west for the big cross - sectional Gold - Rush Classic at L.A.'s Coliseum on November 8.

Blacks Long Stuggle In Baseball

NEW YORK - The recent selection of Frank Robinson last week as the first Black manager in the major leagues revived sad memories of the Black man's long struggle against racial bias on the diamond and restored some forgotten pages in baseball history.

"I am tired of reading that Jackie Robinson was the first Black player to crash the major leagues," wrote an incensed buff from Phoenix, Ariz.

"To put the record straight, Moses Fleet Walker was the first Black to play major league baseball."

Joe Reichler, noted diamond historian and top aide to Commissioner Bowie Kuhn, acknowledges that there were three Blacks including Walker, who played in the big leagues before 1900.

"To be technically correct, references to Jackie Robinson should identify him as the first Black player in modern times," Reichler said.

The other two Blacks credited with playing in the majors were Fleet Walker's kid brother, Weldy Walker, an outfielder, and a pitcher named George W. Stovey.

But Fleet Walker, a catcher, was certainly the most renowned and he occupies considerable space in the book "Only The Ball Was White," by Robert W. Peterson, a history of baseball's Black pioneers.

Walker, born in Mt. Pleasant, Ohio, grew up in Oberlin, Ohio, a hotbed of Abolitionist sentiment and a stop on the Underground Railroad. He attended Oberlin College, studying mathematics, French, Greek, philosophy and other subjects. He was described as tall, slender, handsome and smart.

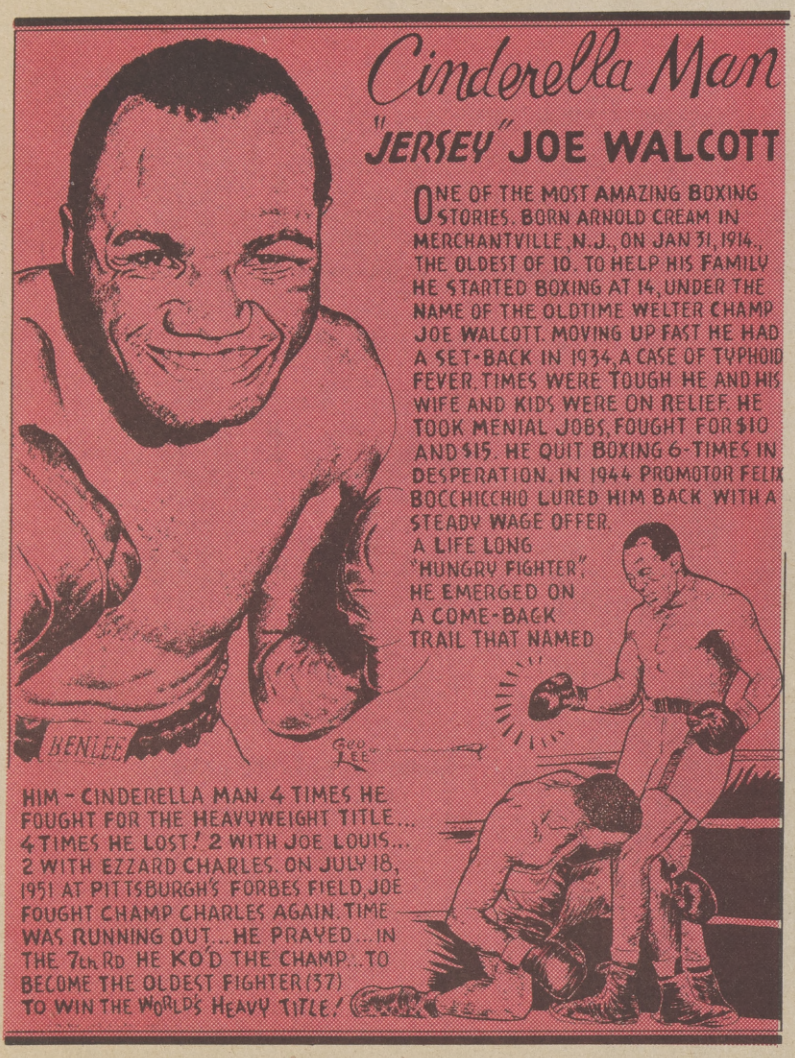
In 1883, he went into pro ball, joining a white team from Oberlin on the Toledo club of the Northwestern League. The next year Toledo entered the American Association, one of the then major leagues, and Fleet went with the franchise.

Fleet's kid brother, Weldy, got into the line-up in a series in Indianapolis when the Toledo team was short-handed because of injuries. Stovey was the first outstanding Black pitcher.

Fleet Walker was accepted by the white players but ran into problems when the team sought to play in Richmond and Louisville.

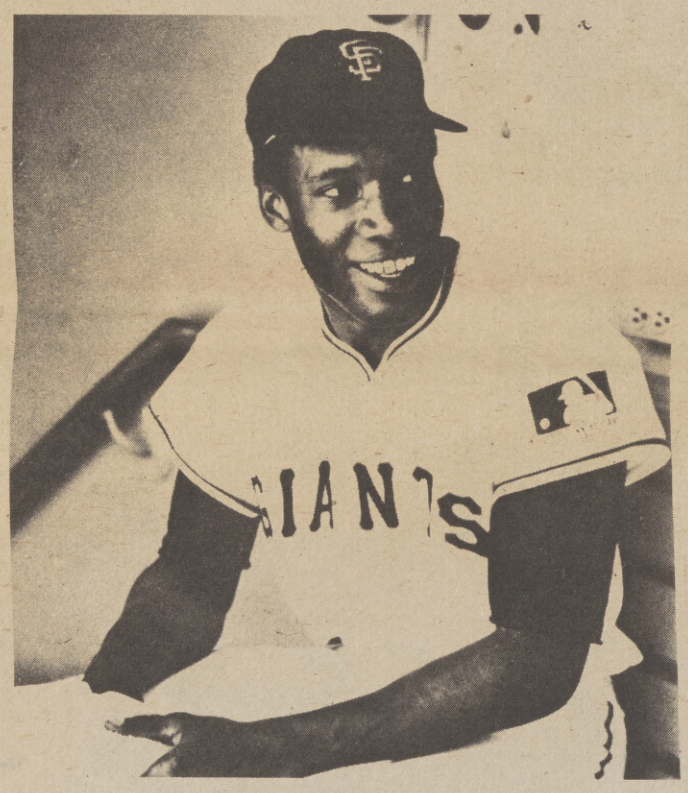
Before the Richmond series, he received a letter, warning, "We could mention the names of 75 determined men who have sworn to mob Walker if he comes on the ground in a suit." There were similar threats from Louisville. Injuries kept Walker out of the line-up.

In 1901, John McGraw, then managing Baltimore, was impressed by one of the Black bellboys at the team's training quarters in Hot Springs, Ark. The youngster's name was Charlie Grant.



'TO THE WINNERS'

VICTORIOUS: Rev. Thomas J. Ritter, extreme right, Executive Director, Philadelphia Opportunities Industrialization Centers, presents the winning team trophy to Eugene "Superman" Simms, #49 and David Douglass, #61, co-captains of Morgan State College football aggregation. The Bears of Morgan State out of Baltimore, Md., defeated the Jackson State Tigers of Jackson, Miss., 10-7 in the O.I.C. Annual Football Classic that was recently played in Veterans Stadium, Philadelphia. In addition to other members of the team looking on are, front row, left to right, Frank Washington, Pepsi-Cola Special Markets Manager; and Guy DiCenzo, Vice President Area Manager; Pepsi-Cola Metropolitan Bottling Company of Philadelphia, a sponsor of the Classic.



Bonds Traded To New York

Bobby Bonds, the Black right-handed batting right-fielder for the San Francisco Giants, has been traded in a one-to-one exchange to the New York Yankees for lefthanded Bobby Murcer, who also in an outfielder.

Jerry Donovan, assistant to club president Horance Stoneham, made the announcement last Tuesday in San Francisco.

Both players are 28-years-old and have in major league baseball for six seasons and receive salaries that exceed $100,000 annually.

Bonds, who is one of the major leagues speediest players, has stolen 263 bases out of 325 attempts. In 1974 he stole 41 bases and was caught only 10 times.

He finished the '74 season with a .256 batting average after being classed the superstar of 1973 and hero in the National League's All-Star victory over the American League.

Murcer ended the '74 season with a .274 batting average and 88 runs batted in. He had 10 home runs.

Bonds had 21 homers with 71 runs batted in.

Both players had dropped from their 1973 batting and playing average.

It is debateable whether Bond's trading came as a surprise to him or not. During the season he said Stoneham told him he would not be traded, but there were rumors that Bond had engaged in constant bickering with former Giants manager Charlie Fox, who was succeeded by Wes Westrum June 28.

Bond and Westrum also had difficulties.

However, Bond said he was very happy to be traded. He said he knew the Giants wanted to trade him but he was under the impression the trade would be for a pitcher.

Bond also said he had wanted stay in California, hopefully with the California Angeles. But, he said, he is very happy to be going with the Yankees.

Pro Tennis Tournament Scheduled

The fourth annual tennis tournament of Champions, which pits the top Northern California players against each other in two days of competition, will be held for the second year at Tennis South, a club owned by local restaurateur Eppie Johnson.

Dates of the event are Oct. 26 and 27. Tennis South is at 6000 South Land Park Drive.

Prize money totalling $3,000 is at stake.

Northern California Tennis Association players have been competing in a series of tournaments since last January. The NCTA - sanctioned preliminary tournaments are called the Eppie's Restaurants Grand Prix and Player of the Year competition.

From that, the eight players who garner the most points and the eight top women players will qualify for the Tournament of Champions.

K-POP 1110 AM
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SPORTS SCHEDULE

KPOP-KPIP

Friday, October 25th
HIGHSCHOOL FOOTBALL
Placerville vs Placer
7:50 p.m.

Saturday, October 26th
COLLEGE FOOTBALL
Notre Dame vs Miami
11:05 a.m.

COLLEGE FOOTBALL
UC Davis vs Sacramento State
7:20 p.m.

Sunday, October 27th
PRO FOOTBALL
Oakland Raiders vs
San Francisco
12:40 p.m.

Monday, October 28th
PRO FOOTBALL
Atlanta Falcons vs Pittsburgh
5:45 p.m.

K-POP 1110 AM
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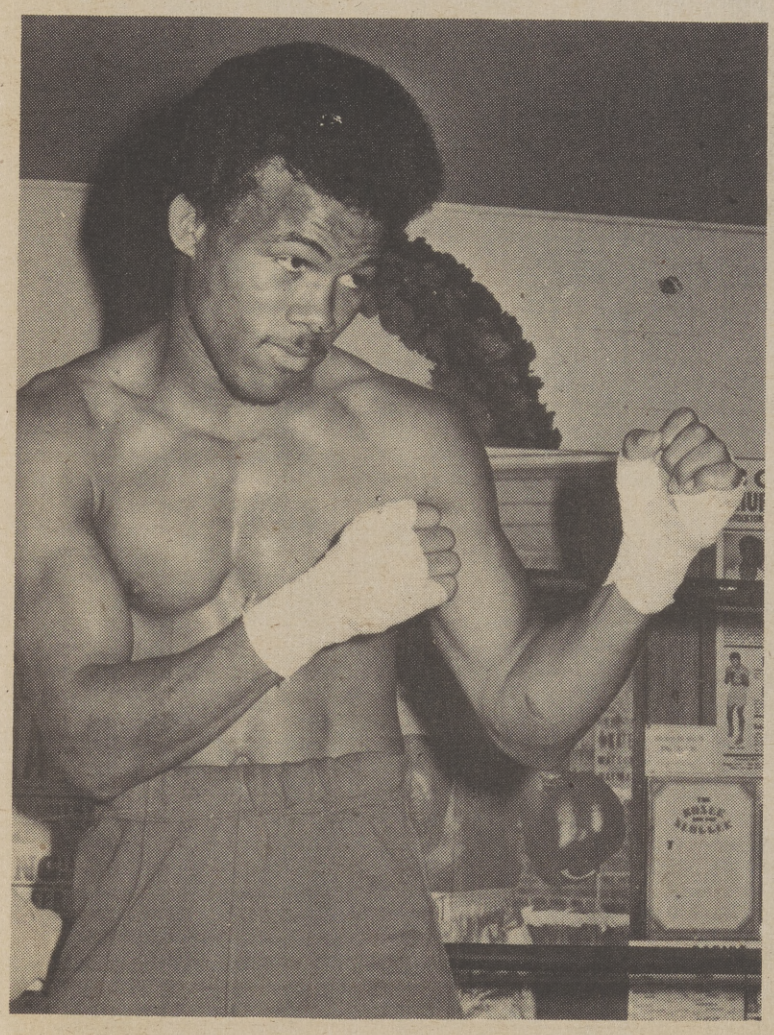
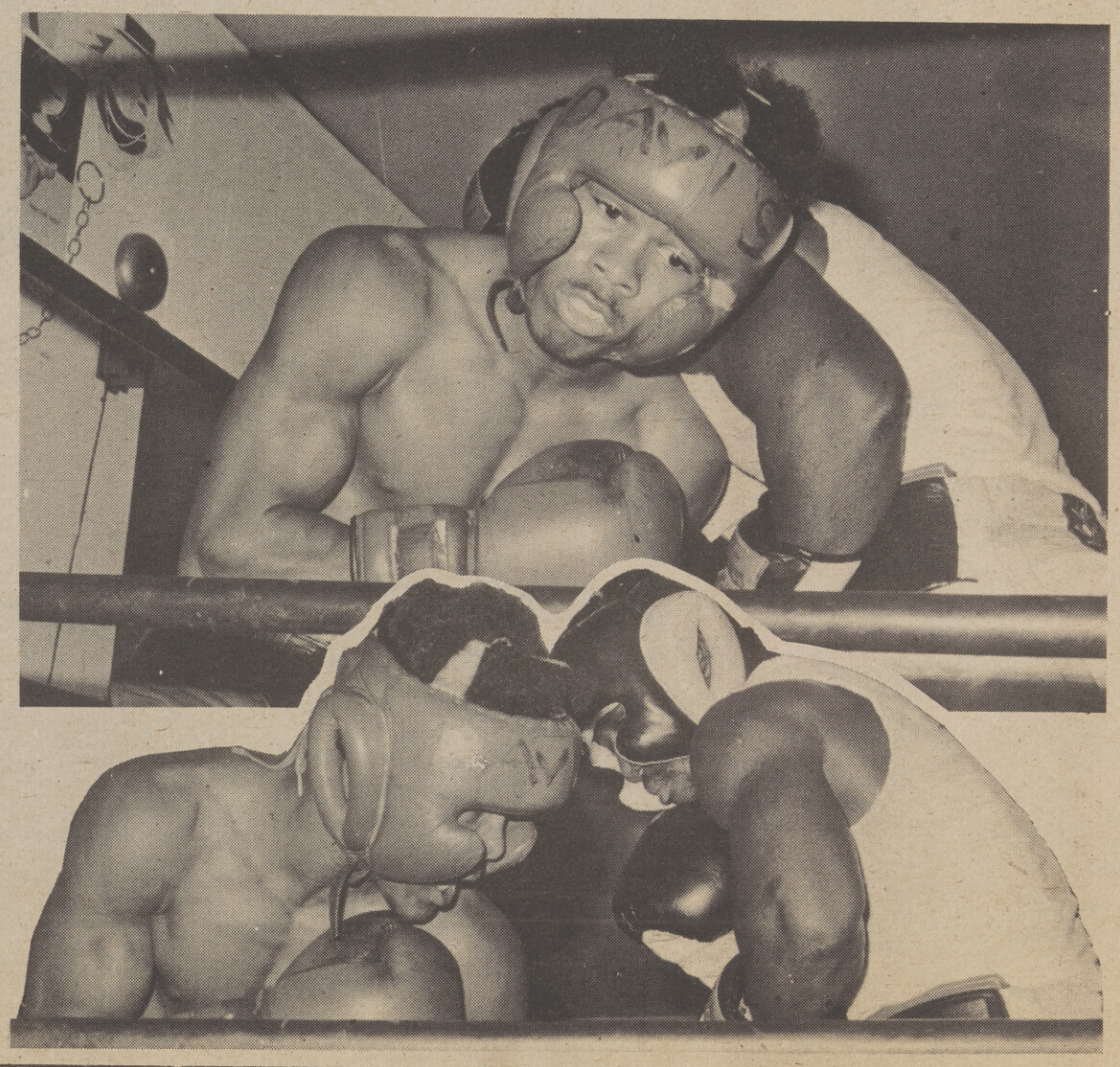
TOP CALIFORNIA CONTENDER





Local favorite Monroe Brooks shown practicing for one of several upcoming bouts. Brooks is one of California's top contenders, in the professional ranks.

Contest Underway To Name Local Team

A contest aimed at producing a name for the first professional basketball team to represent Sacramento since 1947, is underway and entries are beginning to arrive, say the team's management.

Known until recently as Mel Rapton Pontiac, the team of professionals will be competing for the fourth season in the Western Basketball Association, a minor league for professional U.S. basketball teams.

Owner of the team is an organization called Sacramento Sports, Inc., which is headed by George Putnam, a local insurance agent and player.

Deadline for "name the team" entries, is Oct. 25. They should be mailed to Sacramento Sports, Inc., P. O. Box 214603, Sacramento.

The Mel Rapton Pontiac team, turned professional as part of a re-organization of the entire WBA into a professional league. Its record last year was 15 and 5 in league play and it won the WBA eastern division championship.

The team is made up of players with college basketball experience. Several of the players have professional experience, too.

"We have a verbal agreement with the Phoenix Suns and the Los Angeles Lakers, in addition," explained Putnam. "We already have one player signed from Phoenix and we will know about one additional man from the Lakers when they make their final cut on Monday, Oct. 14."

Six teams compete in the WBA. All Sacramento team games are scheduled for the Memorial Auditorium here with the first game scheduled for November 3 against Stockton.

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Football Game Attracts Fashion Crowd

NEW YORK - Black women fashion trend-setters have already begun to get ready for the nation's biggest Black athletic sponsored event, The New York Urban League's Fourth Annual Whitney M. Young, Jr. Memorial Football Classic.

The game this year features the teams of Grambling College and North Carolina A & T and will be played at Shea Stadium in New York City on November 9th.

The pre-game show, starring the Manhattans and Bunny Sigler will begin at 1:00 P.M. An additional pre-game show highlight will be the famous marching bands of the two schools.

Getting back to the fashions, a top Black buyer for one of New York's top fashion houses, states that Black women of fashion are buying the following to wear to the games: below the knee skirts in tweeds or plaids; twin sweater or blouse sets; fur trimmed sweater jackets; and suede or leather boots with heels.

In addition, she states that, they are buying new styled mink coats and matching hats, as well as other furs, suede and leather coats.

For game and ticket information call (212) 749-1500.

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HIGH SCHOOL FOOTBALL GAMES SACRAMENTO AREA GAME OF THE WEEK PRESENTED SATURDAY AFTERNOONS AT 3:00 P.M.

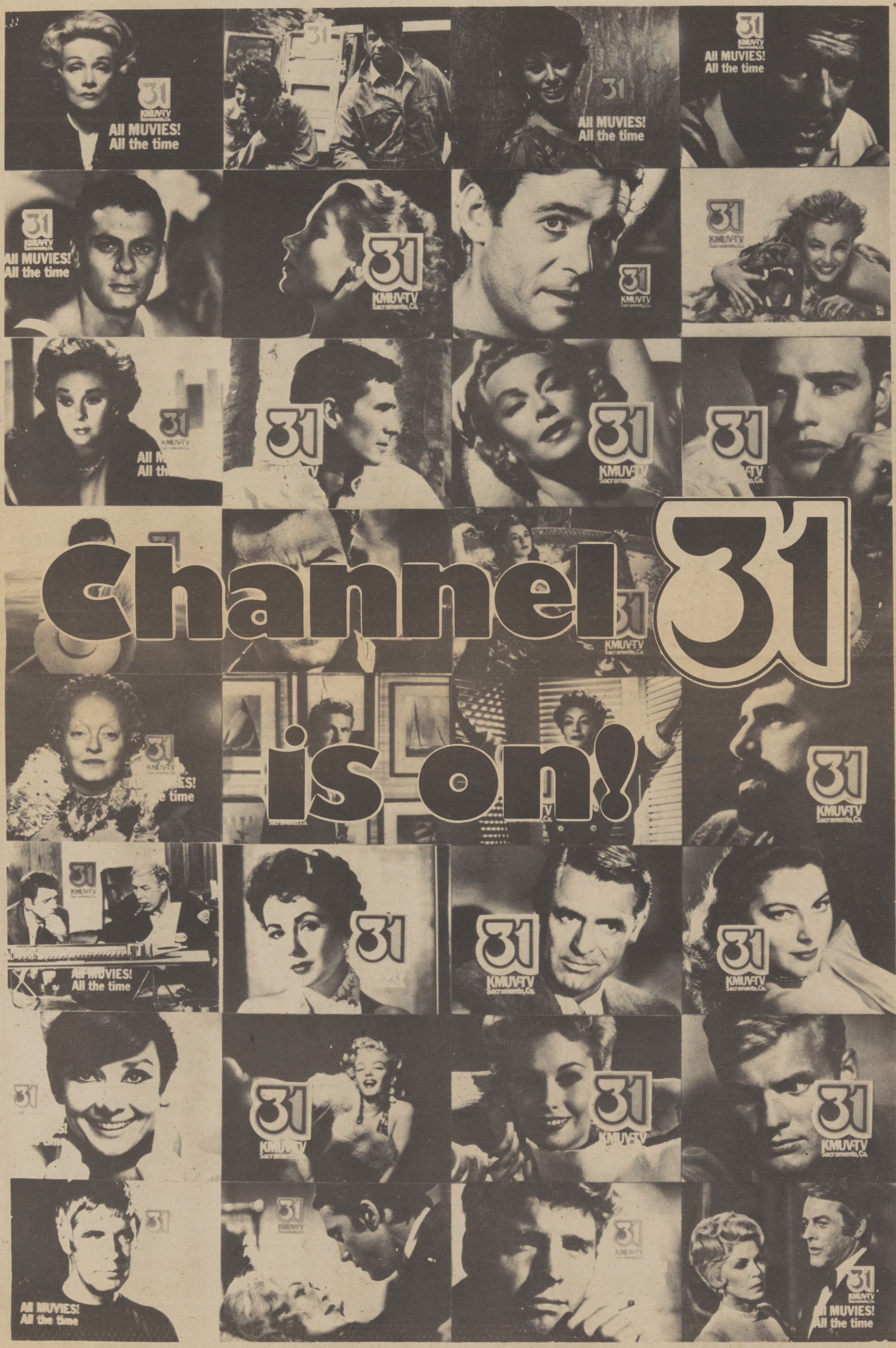
1974 FOOTBALL SCHEDULE

1974 NOTRE DAME AND WILD CARD SCHEDULE

October 12	11:05 A.M.	RICE
October 19	11:05 A.M.	ARMY
October 26	11:05 A.M.	MIAMI
November 2	10:45 A.M.	NAVY
November 9	11:05 A.M.	WILD CARD GAME NO. 2
November 16	11:05 A.M.	PITTSBURG
November 23	11:05 A.M.	AIR FORCE
November 28	11:05 A.M.	WILD CARD GAME NO. 3
November 30	1:05 P.M.	SOUTHERN CAL

YOUR SPORTS INFORMATION LINE FOR SACRAMENTO – DIAL 766-7760

"KJAY SOUNDS LIKE FUN"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